Amma signs Faith Leaders' Universal Declaration Against Slavery at Vatican

Amma joined Pope Francis in the Vatican and 11 other world religious leaders in a ceremonial signing of a declaration against human trafficking and slavery.

Chancellor Amma Awarded Honorary Doctorate

The State University of New York (SUNY) presented Amma with an honorary doctorate in humane letters at a special ceremony held on May 25, 2010 at Lippes Concert Hall in Slee Hall on the University at Buffalo North Campus.

AMMA SAYS......

My conviction is that science, technology and spirituality must unite in order to ensure a sustainable and balanced existence of our world.

- Amma

Education for Life

The main purpose of education should be to impart a culture of the heart - a culture based on spiritual values.

Amma in United Nations

Amma delivered the keynote address during the conference at the United Nations on technology and sustainable development in New York.
There are two types of education, Education for Living and Education for Life.
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Ranked 8th Best University in India

Re-Accredited by NAAC with A Grade

A world class, Research Intensive University
Our Mission

“To provide value based education and mould the character of the younger generation through a synthesis of science and spirituality so that their earnest endeavor to achieve progress and prosperity in life is matched by an ardent desire to extend selfless service to the society, one complementing the other.”

Swami Amritaswarupananda Puri
President, Amrita Vishwa Vidyapeetham
Vice-Chairman, Mata Amritanandmayi Math
Amrita Vishwa Vidyapeetham is a multi-campus, multi-disciplinary research academia that is accredited ‘A’ by NAAC and is ranked as one of the best research institutions in India. Amrita is spread across five campuses in three states of India - Kerala, Tamil Nadu and Karnataka, with the headquarters at Ettimadai, Coimbatore, Tamil Nadu. Amrita Vishwa Vidyapeetham continuously collaborates with top US universities including by league universities and top European universities for regular student exchange programs, and has emerged as one of the fastest growing institutions of higher learning in India. The institution is managed by the Mata Amritanandamayi Math.
Amrita Vishwa Vidyapeetham is a rapidly developing world-class university, offering under-graduate, post-graduate and doctoral programmes in wide ranging disciplines like Engineering, Information Technology, Management, Commerce, Medicine, Ayurveda, Education, Nano Sciences, Social Work, Languages, Sciences, Visual Media and Mass Communication.
Our Vision

We envision a world endowed with the wealth of knowledge and the strength of discrimination (Viveka).

We envision a system, which is a healthy breeding ground for the sprouting, culturing and dissemination of the whole gamut of knowledge in a wholesome and holistic manner for the well-being of humankind.

We envision a human being empowered with wholesome knowledge, which makes one an enabler and facilitator in the deep search and striving of every human being for that knowledge.

We envision a system wherein there is a great interplay and exchange of ideas, thoughts, feelings and actions, which develop people empowered with noble character and wholesome values. They go out into the fields of action to build a world of love, harmony, peace and knowledge. They follow the path of ‘Dharma’ and give a clear direction in every thought and human endeavor.

Academic Administration

Dr. Sasangan Ramanathan
Dean, Engineering

Dr. Prem Kumar Nair
Dean, Faculty of Medicine

Dr. Bipin Nair
Dean, Faculty of Science

Dr. U. Krishnakumar
Director
Dean, Faculty of Arts, Media and Commerce
Amrita Vishwa Vidyapeetham University spread over six campuses in three different states - Tamil Nadu, Kerala and Karnataka - has a population of around 18,000, a faculty strength of 2000 and conducting over 150 UG, PG and Doctoral programmes. Presently, there are 300 Ph.D/ DM holders as faculty in the University. The staff-student ratio in the University at about 1:8 is one of the best prevailing in the country, especially in private universities. The University today is having a total land area of about 900 acres and a built-up space of about 8 million square feet.

**Academic Administration**

Dr. V. S. Somanath  
Dean, School of Business

Dr. Balakrishnan Shankar  
Dean, Faculty of Humanities & Social Science

Dr. Krishnasree Achuthan  
Chairperson (PG Programme)

Dr. Maneesha V. Ramesh  
Dean, International Programs

Dr. Raghu Raman  
Head, Strategic Ranking Initiative

Sri. P. Venugopal  
Director, HR

Prof. Prashant R. Nair  
Member Secretary of NAAC Steering Committee & Nodal Officer for NIRF

Dr. N. Unnikrishnan Nair  
Academic Advisor  
(Former Vice Chancellor, CUSAT)
Amrita Vishwa Vidyapeetham has been ranked EIGHTH best among all universities in India under the National Institutional Ranking Framework (NIRF), MHRD.
The National Assessment and Accreditation Council (NAAC) reaccredited Amrita Vishwa Vidyapeetham by awarding A grade with a CGPA of 3.4 (out of 4.0) to Amrita Vishwa Vidyapeetham. A large team was deputed from the national accreditation body in Bangalore to visit all 15 schools on our SIX campuses located in THREE different states, during the first week of September 2014 for Reaccreditation.

Amrita Vishwa Vidyapeetham is reaccredited with the highest grade of ‘A’ by the National Assessment and Accreditation Council (NAAC), MHRD, Government of India.

World Recognized
RESEARCH & INNOVATIONS

A world class, Research Intensive University with National and International Reputation.

Interdisciplinary Research across different Research Themes; Nanosciences, Biotechnology, Engineering, Cyber Security, Management Wireless Network and Applications and many more...

- 20 Centres of Excellence
- 180+ Awards and Recognitions
- 230+ Core Research Grant
- 76+ Patents and Inventions
- 6455+ Publications
- 15410+ Citations
A Grade by NAAC, MHRD

8th Best University in India (NIRF)

150+ Partnership with International Universities
Board of Management

Swami Amritaswarupananda Puri, President (Vice Chairman, Mata Amritanandamayi Math)
Brahmachari Abhayamrita Chaitanya, Pro Chancellor
Dr. P. Venkat Rangan, Vice Chancellor
Prof. K. R. S. Murthy, Former Director, I. I. M., Bangalore
Dr. Prem Nair, Amrita Institute of Medical Sciences (AIMS), Kochi
Dr. U. Krishnakumar, Director, Amrita School of Arts and Sciences, Kochi
Dr. Shantikumar V. Nair, Dean (Research)
Dr. Sasangan Ramanathan, Dean (Engineering)
Dr. Bipin Nair, Dean, Faculty of Science
Dr. Bharat Jayaraman, Professor of Computer Science, University at Buffalo (SUNY), USA
Dr. Krishnashree Achuthan, Dean and Chairperson (PGP)
Prof. C. Parameswaran, Director, Corporate and Industry Relations
Member Representative (MHRD, Govt. of India)
Member Representative (UGC)
Dr. K. Sankaran, Secretary and Registrar

6 Amrita Campuses
15 Constituent Schools
207 Programs Offered
20250+ Students
Amrita School of Arts and Sciences located in the sprawling and serene Brahmasthanam Temple Complex, with rich biodiversity, on the main NH-17, is leaping towards boundless glory and fame. The campus with most modern infrastructure, faculty and administrative setup has excellent landscape abundant with trees and gardens.

Amrita School of Arts and Sciences, Kochi functions as a regular college in the Kochi Campus of Amrita Vishwa Vidyapeetham and is approved by UGC and Ministry of HRD, Govt. of India, as per Order no. F.20-47/2005/U.3 dated 19th November 2008. As per statutory norms MCA course is approved by the AICTE also. Prior to the formal induction into the ambit of Amrita Vishwa Vidyapeetham in 2005, the institute was affiliated to the Cochin University of Science and Technology (CUSAT).
Amrita School of Arts and Sciences provides Ashram hostel for girls and college bus facility for day scholars coming from Kochi city and suburbs.

School offers Ph.D., M.Phil., TEN Post Graduate (P.G.), THREE Integrated U.G. - P.G. and FIVE Under Graduate (U.G.) programme under various departments.

Departments in the School

- Computer Science and I.T.
- Commerce and Management
- Visual Media and Communication
- Mathematics
- English and Languages
- Corporate and Industry Relations (CIR)
- Library and Information Science
Excellent coverage and individual attention are privileges earned at the Amrita School of Arts and Sciences, Kochi which moulds a professional from a novice. Therefore, the industry always prefers a graduate from Amrita, over others. For the right candidate there is always the right job waiting through our Placement office and Corporate and Industry Relations (CIR).
More than 80 recruiters have been consistently involving in our campus recruitment process for inducting the young talents to their corporate world. The School Placement Services are also coordinated centrally through the Corporate and Industry Relations (CIR) at the university headquarters at Ettimadai.

* All logos are acknowledged to their respective owners.
COURSES
Offered in the CAMPUS

Under Graduate Programme

Eligibility: 10 +2 any stream with 50% marks

B.Com. [GIRLS ONLY]
3 Years - 6 Semesters

B.Com. (Taxation & Finance) [GIRLS ONLY]
3 Years - 6 Semesters

B.B.A. (Logistics Management) [GIRLS ONLY]
3 Years - 6 Semesters

B.Sc. (Visual Media) [GIRLS ONLY]
3 Years - 6 Semesters

B.F.A. (Photography) [BOYS & GIRLS]
4 Years - 8 Semesters

Integrated UG-PG Programme

Eligibility: 10 +2 any stream with 50% marks
Exit option with UG Degree after 6th Semester

Integrated B.C.A.-M.C.A. [GIRLS ONLY]
5 Years - 10 Semesters

Integrated B.A.-M.A. (English Language & Literature) [BOYS & GIRLS]
5 Years - 10 Semesters

Integrated B.Sc.-M.Sc. (Mathematics) [BOYS & GIRLS]
5 Years - 10 Semesters
POST GRADUATE PROGRAMME

2 Years - 4 Semesters

BOYS & GIRLS

M.Com. (Finance & Systems)
Eligibility: B.Com., B.B.M., B.B.A., B.Sc. (Banking) with 50% marks.

M.Sc. (Mathematics)
Eligibility: B.Sc. (Maths/Statistics/OR) with 50% marks.

M.A. (English Language & Literature)
Eligibility: B.A. (English) with 60% marks and Interview process.

M.A. (Visual Media & Communication)
Eligibility: Graduation in any discipline with 50% marks.

M.A. (Advertising & Corporate Communication)
Eligibility: Graduation in any discipline with 50% marks.

M.A. (Journalism & Mass Communication)
Specialising in Video Production & Broadcasting
Eligibility: Graduation in any discipline with 50% marks.

Eligibility: Graduation in any discipline with 50% marks.

M.F.A. (Visual Media) Animation & Content Management
Eligibility: Graduation in any discipline with 50% marks.

M.F.A. (Visual Media) Digital Film Making
Eligibility: Graduation in any discipline with 50% marks.

M.C.A. (Lateral Entry to 3rd Semester)
Eligibility: B.C.A., B.Sc. (C.Sc.) or B.Sc. (I.T.) with Mathematics or Statistics as one of the subjects, with an aggregate of minimum 60% marks. (Admission through Entrance Test and Interview.)
COURSES
Offered in the CAMPUS

Research Programme

M.Phil. **FULL TIME - REGULAR**  **1 YEAR - 2 SEMESTERS**  **BOYS & GIRLS**
Eligibility: Masters Degree in concerned discipline with 60% marks.
Admissions through Departmental Aptitude Test (DAT) and Interview process
- Computer Science & IT
- Commerce & Management
- Visual Media & Communication
- English Language & Literature
- Mathematics

M.Phil. **PART TIME**  **2 YEARS - 4 SEMESTERS**  **BOYS & GIRLS**
Eligibility: Masters Degree in concerned discipline with 60% marks.
Admissions through Departmental Aptitude Test (DAT) and Interview process
- Computer Science & IT
- Commerce & Management
- Visual Media & Communication
- English Language & Literature
- Mathematics

Ph.D. **FULL TIME - REGULAR**  **BOYS & GIRLS**
Eligibility: Masters Degree in concerned discipline with 60% marks.
Admissions through Departmental Aptitude Test (DAT) and Interview process
- Computer Science & IT
- Commerce & Management
- Visual Media & Communication
- English Language & Literature
- Mathematics
Institutional Member
Kerala Management Association (KMA)

Institutional Member and Student Branch Activities of Computer Society of India (CSI)

Learning through CSR and Sustainable Development Initiatives of major Research and Development organisations

Collaborative Programmes and Projects with Film, Media and Advertising Industry
One of the most important driving forces behind the earnest attempt to reach heights of academic brilliance at the institute has been the ongoing research activity.

### RESEARCH

The force behind the ACADEMIC EXCELLENCE

One of the most important driving forces behind the earnest attempt to reach heights of academic brilliance at the institute has been the ongoing research activity.

<table>
<thead>
<tr>
<th>Description</th>
<th>Number</th>
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<tbody>
<tr>
<td>No. of Research Guides</td>
<td>21</td>
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<tr>
<td>No. of Ph.D. Scholars</td>
<td>62</td>
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<tr>
<td>No. of Full-Time M.Phil. Scholars</td>
<td>35</td>
</tr>
<tr>
<td>No. of Publications</td>
<td>212</td>
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</tbody>
</table>
Ph.D. Programme
Kochi Campus offers Full-Time Ph.D. Programmes in various disciplines. Some of the faculty members are presently working part-time towards gaining their Ph.D. degree. Scholars have contributed papers for the National and International Journals. They used to regularly attend conferences to gain more deeper understanding of their research areas. School strongly believes in the dictum that knowledge grows when shared and encourages faculty members to do so.

M.Phil. Programme
M.Phil. programme enables aspiring scholars to explore a range of problems and themes pertinent to their field of study. While the programme will be a launch pad for scholars with a critical bent of mind to pursue further research / doctoral programme in the respective domains, it will also provide the necessary skills for graduands to meet the various requirements emerging in the industry. M.Phil. Degree will also equip one with the skills for,

1. Interdisciplinary Research and Statistical Investigation.
2. Research / Teaching in Academics.
3. Research consultancies, rating agencies and applied research.

M.Phil. Programme is One year for Full-Time and Two years for Part-Time.

Areas of Research (Presently Active)

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<th>Department of Computer Science and IT</th>
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<tr>
<td>An adaptive, personalized e-learning support system with nonlinear learning paths for differently-abled</td>
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<td>with varying cognitive performances and learning styles</td>
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<td>Data mining techniques for agricultural intelligence in soil fertility prediction using digital soil</td>
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<td>mapping</td>
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<td>Semantic social network analysis using machine learning algorithms</td>
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<td>Rainfall Prediction Using Fuzzy C-Mean Clustering and Fuzzy Rule-Based Classification</td>
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<tr>
<td>Rainfall Prediction Using An Optimized Genetic- Artificial Neural Network Model</td>
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<tr>
<td>Process Framework for Modeling Multivariate Time Series Data</td>
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<td>Preprocessing steps for information visualization in multivariate time series data</td>
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<th>Department of Commerce and Management</th>
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<tr>
<td>Optimization of transportation logistics in supply chain system</td>
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<td>A study on socio economic background and the impact of strategic leadership styles towards business</td>
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<tr>
<td>performance among tribal's in promoting agri-business-Kerala</td>
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<tr>
<td>A study on decision making human resource management for ship management</td>
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<tr>
<td>Strategies for optimizing e-waste management with special focus on commercial aspects</td>
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<tr>
<td>A study on the impact of globalization on startup ecosystem</td>
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<tr>
<td>A study on competitive sustainability of Kerala MSME’s towards globalization</td>
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<tr>
<td>A comparative study of green banking practices in selected public and private sector banks in Kerala</td>
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<tr>
<td>Correlation between investor sentiments and behavioral finance: A measure to evaluate the investor bias in the stock market</td>
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<tr>
<td>A study on impact of micro finance institutions in the financial inclusion of rural people with special reference to Trissur district</td>
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<tr>
<td>A study on quality of work life among women workers in shops and commercial establishments in Kerala</td>
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<tr>
<td>Technology impact on employee management and its effect on organizational behavior and performance with special reference to Kerala industries</td>
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<td>Organizational culture and its impact on job satisfaction among nurses working in selected private hospitals in Cochin City</td>
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<td>A study on the impact of QWL towards and innovative work behavior with reference to Cashew Industry, Kollam</td>
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<tr>
<td>A study on management of NPA in priority sector with special reference to public sector banks in India</td>
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<tr>
<td>Efficacy of ‘Quality Circle’ in ISO 9001:2008 certified grama panchayats in Kerala : with special reference to Thrissur district</td>
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<tr>
<td>Impact of Statutory Pension in the Life of Pensioners with special reference to KSRTC Employees</td>
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<tr>
<td>Effectiveness of training and development of employee performance among managerial employees with reference to BSNL Ernakulam</td>
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<td>Socio economic condition of handloom weavers: A study with special reference to handloom weavers co-operative societies in Kannur district</td>
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<tr>
<td>A study on Efficient Fund Utilisation of Grama Panchayats with reference to Thrissur District</td>
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<tr>
<td>Service Quality of Internet Banking A study of selected public and private sector banks in Kerala</td>
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### Department of Visual Media and Communication

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<th>Topic</th>
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<tr>
<td>A Study on patterns of motion in epic characters of Indian Animated Feature Films</td>
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<tr>
<td>Entertainment overloading in television channels: a study with special reference to Kerala</td>
<td></td>
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<tr>
<td>Representation of disability in Malayalam Cinema</td>
<td></td>
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<tr>
<td>Animal rights messages conveyed in Animation Feature Films</td>
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</tbody>
</table>
**Department of English and Languages**

- Power relations in the selected works of William Golding and Aravind Adiga: A comparative study
- Rhymes and tales as re-presented ecological metaphors
- An English language teaching design for Indian students to achieve skill and proficiency
- Identity and home in food narratives: A study of select South Asian writing
- The political and the philosophical: An ecological reading of the select poetry of women writers from North East India
- Disparity in Animated Characters, with reference to Elsa, Hiccup, Po
- A Psycho Analytic Reading of Ian Mc Wm's Atonment: A Transition from Metanarrative to Postmodern Narrative
- Constructions of Feminity and Transgressions of Binaries in The Bride of Amman by Fadi Zaghmout and Cinnamon by Samar Yazbek
- The Ministry of Utmost Happiness in the Frame work of Historographic Metafiction
- O.V.Vijayan Beyond Ontological Overtones: Ecoritical Approach to Select Novels of O.V. Vijayan
- Hydropolitics in Memory of Water
- The Politics of Resistance in Feminist Dystopia: A Study of Charlotte Wood's The Natural Way of Things
- The Underrepresentation of Overweight Characters
- Bachaposh System in Nadis Hashmi's Novels The Pearl That Broke Its Shell and One Half from the East
- The Femme Fatale in the novel Gone Girl: Defining the Anti-heroine Amy
- Yakshi as Abject: Filmic Representation of Yakshi in Malayalam Film Yakshi
- Transition of Female Representation in Sally Morgan's My Place
- Ecocriticism/Ecofeminism in Barbara Kingsoher's Flight Behaviour
- The Absurd Apocalyptic Realities in the Plays of Edward Bond
- Women in Select Contemporary Kathakali Performances
- Colour in Animation Movies

**Department of Mathematics**

- Product graphs and interconnection networks
- Graph labeling
- Analysis of a storage system with state dependent admission of customers
- Investigation on a storage system with impatience of customers
- A revisit to a production inventory system with customer impatience
- Total chromatic number of some networks
- \( b \)-chromatic number of some networks
The Computer Science and I.T. Department of Amrita School of Arts and Sciences, Kochi was established with the objective of imparting quality education in the field of Computer Science and I.T. Applications. We aim at carving out graduates with professional knowledge. Many of our Alumni are holding important positions in I.T. industry in India and abroad.

Provides generality for developing professionals as Programmer, System Analyst, Database Administrator and to enhance the applicability
Resources and Facilities

- Computer labs at the School are equipped with advanced and sophisticated cloud computing environment with state-of-the-art technology.
- Over 400 desktop systems are networked over fast Ethernet and campus wide WiFi.
- Multiple Dedicated Leased line access with internet-bandwidth of 250 Mbps and 20 VPN dedicated lines.
- Cloud Computing platform with Blade Servers, Storage Servers, Firewall and Manageable Switches.
- Desktops with advanced programming tools and multimedia features.
- Visual Media Production, Post Production and Studio facilities.
- Networked classrooms fitted with latest audio / video equipments.
- Opportunity to get hands-on exposure to diverse operating system platforms and software tools.
- Online access to international research journals of IEEE, ProQuest, NList, etc.
- IT hubs backed up by 24 hour fail safe power supply.
- e-Learning facilities and Digital Library.
- Seminar Rooms and a big and lively auditorium with high power PA and projection Systems and stage lightings facilitating events and stage shows.

Programmes Offered

- Ph.D. (Computer Science)
- M.Phil. (Computer Science) - 1 Year-Full Time / 2 Years-Part Time
- M.C.A (Master of Computer Applications) – Lateral Entry
- Integrated B.C.A. - M.C.A. (5 years integrated with exit option after 6th Semester with B.C.A.)
Department of

Commerce & Management
Department of Commerce and Management has been offering undergraduate and postgraduate programme relevant to the industry requirements in an exemplary manner since its inception. The department is endowed with learned and experienced faculty members and extremely good facilities. The modern world is full of opportunities beset with challenges. The challenges can be overcome only by possessing the required skill sets.

Department offers Ph.D., M. Phil., M.Com. (Finance and Systems), B.Com. (Finance and IT.), B.Com. (Taxation and IT.) and B.B.A. (Logistics Management). Academic Courses impart the necessary skills with a solid footage of theory and practice required for the industry, commerce and academia. The curricula defined for the course and the course delivery mechanisms are designed to achieve this objective in an uncompromising stature, meeting international standards.

The Department has initiated the value added Academics by additional coaching for CPT and IPCC to train students to pursue Chartered Accountancy, NCFM, NISM and train them in Tally Enterprise Accounting software during the regular class time slots.

Programmes Offered

- Ph.D. (Commerce and Management)
- M.Phil. (Commerce and Management) - 1 Year-Full Time / 2 Years-Part Time
- M.Com. (Finance and Systems)
- B.Com.
- B.Com. (Taxation and Finance)
- B.B.A. (Logistics Management)
Department of  
Visual Media & Communication

The Department of Visual Media and Communication at Amrita School of Arts and Sciences, Kochi has pioneered a uniquely incorporated combination of innovative media theories and practical works, designed to foster the critical understanding and creative use of the audio-visual media.

Students are endowed with a comprehensive grounding in the practical and theoretical areas of Journalism, Mass Communication and Broadcast Media including TV, Radio and Web, Print Media, Graphics, Multimedia, Animation, Visual Arts, PR and Advertising and Film Studies.

Media Department provides an equal blend of practice and theory on our Under-graduate and Post-graduate programme. Over the last fifteen years we have been able to prepare students for a life time work in a hastily changing field rather than training for the industry of the day.
Programmes Offered

- Ph.D. (Visual Media and Communication)
- M.Phil. (Visual Media and Communication)
- M.F.A. (Master of Fine Arts) in Visual Media (Digital Film Making)
- M.F.A. (Master of Fine Arts) in Visual Media (Animation and Content Management)
- M.A. (Journalism and Mass Communication)
- M.A. (Advertising & Corporate Communication)
- M.A. (Visual Media and Communication)
- B.Sc. (Visual Media)
- B.F.A. (Bachelor of Fine Arts) in Photography
The ultimate objective and mission of the academic programme both at the PG and UG level is to carve out young professionals capable of looking at this world with the newer perspectives. Aimed at the integrated application of creative thoughts into the use of advancements in media technology, the courses offered are innovative and unique.

Department offers Ph.D., MPhil. and different streams of Post-Graduate programme for the aspiring students - Master of Fine Arts (M.F.A) in Visual Media (Animation and Content Management), Master of Fine Arts (M.F.A) in Visual Media (Digital Film Making), Master of Fine Arts (M.F.A) in Visual Media (Applied Art and Advertising), M.A. (Journalism and Mass Communication), M.A. (Advertising & Corporate Communication), M.A. (Visual Media and Communication) and M.A. (Journalism and Mass Communication). Department also offers the under-graduate programme B.F.A. (Photography) and B.Sc. in Visual Media.
Resources and Facilities

- Visual Media Facilities include Digital and Advanced Video cameras and accessories.
- Visual Media Production and Post Production facilities.
- Professional Video and Still cameras.
- Theatre system.
- Two fully equipped Audio and Video Studios for Post Production, News Reading and Anchoring.
- Facilities for Film screening and Appreciation sessions.
- Latest Studio Lighting and Trolley system.
- An excellent video library with more than 500 world film classics and learning DVDs.
- Powerful and state-of-the-art Multimedia workstations including audio and video edit suits.
- e-Learning facilities and Digital Library.
- Multiple Dedicated Leased line access with internet-bandwidth of 250 Mbps.
- Networked classrooms fitted with latest audio / video equipments.
- IT hubs backed up by 24 hour fail safe power supply.
- Seminar and Film screening Rooms
- A big and lively auditorium with high power PA and projection Systems and stage lightings facilitating events and stage shows.
Artistic Creations and Exhibits of passing out PG and UG Visual Media students

Dakshina
Visual Media students’ CREATIONS
Artistic Creations and Exhibits of passing out PG and UG Visual Media students
Artistic Creations and Exhibits of passing out PG and UG Visual Media students
Artistic Creations and Exhibits of passing out PG and UG Visual Media students
Department of Mathematics

Our mission is to provide the intellectual maturity to understand the laws of nature and translate them into mathematical language. The faculty members provide a strong foundation to sharpen the skills for solving various problems of mankind.

The Department has highly research oriented faculty members. They are pursuing their work towards Ph.D. and engaged in inter disciplinary research. The department offers Ph.D. and M.Phil. in Mathematics, regular 2 years (4 Semesters) M.Sc. (Mathematics) programme and 5 year (10 Semesters) Integrated B.Sc.-M.Sc. (Mathematics).

The department also serves as a pivotal supporting department to all other departments in the campus, since mathematical acumen being the most fundamental to research and technical expertise.

Department also gives coaching in Mathematical Tools R and SPSS.

Programmes Offered

- Ph.D. (Mathematics)
- M.Phil. (Mathematics) - 1 Year-Full Time / 2 Years-Part Time
- M.Sc. (Mathematics) - 2 Years - 4 Semesters
- Integrated B.Sc.-M.Sc. (Mathematics) [5 Years - 10 Semesters, exit option with B.Sc. after 6th Semester]
Department of English Language & Literature

The English language unlocks the doors to a world of opportunities in Literature and Communication. The department of English and other Languages started with the objective of enhancing the communication skills and regenerating the lost literary values.

The department offers Ph.D., M. Phil., M.A. and a five year Integrated B.A- M.A. degree programme in English Language and Literature. A student can also exit with B.A. after successfully completing three years of the Integrated Programme. The programme is framed on the basis of equal priorities given to language and literature. The highlight of the programme includes specializations in contemporary areas like Culture Studies, Applied linguistics, English Language Teaching, Black Literature, Translation Studies and Post Colonial literature. The focus of core courses is aimed at the development and enhancement of linguistic skills, research and critical abilities, required by the changing global employment scenario.

The department envisages new approaches and methodologies in the process of teaching, training and guiding research. The department also has a well equipped library with books, journals and interactive e-learning content. The main aim of the department is to equip its aspirants to attain their higher education without compromising quality and professionalism.

Programmes Offered

- Ph.D. (English Language and Literature)
- M.Phil. (English Language and Literature) - 1 Year-Full Time / 2 Years-Part Time
- M.A. (English Language and Literature)
- Integrated B.A-M.A. (English Language and Literature) [5 Years - 10 Semesters, exit option with B.A. after 6th Semester]
More than 80 Recruiters have been consistently involving in our campus recruitment process for inducting the young talents to their corporate world.

Main activity of the department is campus placement, skill development and internship training. Training in soft skills is compulsory part of all the courses in various disciplines. Expert faculty members with rich industry exposure form the core team of CIR department in our campus.

CIR, one of the important centres of Amrita Vishwa Vidyapeetham, provides the students of the university with the best career opportunities by closely interacting with many of the corporate giants in India.

Life Skills Development and Placement

CIR has been instrumental in facilitating these recruiters in conducting Pre-Placement Talks, Aptitude & Technical tests, Group Discussion and Interviews. CIR maintains a close rapport with various industrial firms for organising and coordinating industrial visits, in-plant training, internships and projects for the students.

CAT, MAT, CPT, IPCC, TALLY Certification, SPSS

A broad based extensive training programme has been formulated by CIR to enable the students to acquire various skills that not only suit the corporate requirements but also result in the overall personality development of students. Students are geared up in the field of Aptitude training which includes speed maths, logical reasoning, verbal reasoning & analytical skills to the level of GRE, by the full time in house faculty.

In-campus training for CAT/MAT Examination, Bank Officer/Clerical jobs and Corporate Recruitment during the regular working periods are provided through professional trainers of CIR and guest faculty.

Training for CA Entrance (CPT), IPCC, TALLY Certification and selected foreign languages are also provided.
Training and Life Skills Development for Recruitment, Entrance Tests and Higher Learning Initiatives

Our graduates have been securing internships in renowned multinational and national companies in the domains of IT, Management, Banking, Media, Commerce and Communication in India and abroad.

Excellent coverage and individual attention are unique privileges earned which moulds a professional from a novice

Also, training sessions are being organised to prepare the students to face competitive exams like CAT, MAT etc. Training programme conducted at CIR covers the requirement of campus placement.

CIR is in constant touch with the corporate world to gather the latest requirements and suitably modify and fine tune the training programmes to match such requirement.

CIR also organises training programmes for the development of each and every student of Amrita Schools of Arts and Sciences in areas beyond academics, with a view to equipping them with the required skills that are indispensable in the corporate scenario. To achieve this end, CIR has developed in-house training programmes in the field of Aptitude training (which includes speed maths, logical reasoning, verbal & analytical skills) and Soft Skill development programmes to inculcate interpersonal skills, espirit-de-corps, group discussion skills, communication skills and personal interview techniques. The entire training programme is being carried out during the academic session itself.
Excellent coverage and individual attention are privileges earned at the Amrita School of Arts and Sciences, Kochi, which moulds a professional from a novice. Therefore, the industry always prefers a graduate from Amrita School over others. For the right candidate, there is always the right job waiting through our Placement Office and Corporate and Industry Relations (CIR).

Profile of Placement and Internship

Some organisations which recruited our students for Placement and Internship.

### Computer Science & I.T. and Mathematics

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### Commerce and Management

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<td>Geojith Financial Services</td>
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<td>Mahindra Finance</td>
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The School Placement Services are also coordinated centrally through the Corporate and Industry Relations (CIR) at the university headquarters at Ettimadai.

Visual Media & Communication and English & Languages

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We believe that the alumni of an institution are its ambassadors. Their character, personality, intellect, achievement, success and recognition add great value to the positioning of the alma mater as a prestigious educational institution producing high quality professionals.

I feel proud to be an Amritian. Amrita, Kochi provided us with quality education along with 'Education for life' was also being taught. The College gave us all facilities to develop our knowledge with dedicated faculty. Corporate and Industry Relations (CIR) has also played an important role to achieve my goals in career. I joined Cognizant Technology Solutions through our Campus Recruitment.

I can proudly say that Amrita, Kochi helped me in developing my life, both personally and professionally. There is a dedicated set of faculties, who helped as a lot to make our life better. Studying in Amrita, Kochi was a different experience. And it can be experienced through Samskriti, Kalamritam, Kayikamritam, Vidyamritam etc. I have taken part in the selfless service done by Samskriti. And through it I got a chance to serve different kinds of people. We received excellent coaching for Aptitude, Verbal and Mock interviews for our placements.

My College made my dream possible by the inevitable and consistent efforts. I thank our Placement Department for encouraging me to think globally and spread my wings to take off for the land of my dreams. Now being a TCS person, I am extremely grateful for the guidance and support I received from Amrita, Kochi for shaping my career.

“Our College and Ashram was the turning point of my life. Being a B.Com. student and a hostel inmate, my College not just gave me academic lessons but life lessons that helps me face life with strength and ability. Today I feel blessed to work at RR Donnelley, a fortune 500 company as Finance Associate. Classes conducted by Corporate and Industry Relations (CIR) department and the various Vidyamritam sessions helped our overall mind and skill development. That is why I am here now.”
Abaya Unni
Scholar
SAP Labs
College life a very important part of every individual’s life. That’s when we have to take a very important decision regarding our career. By choosing Amrita School of Arts and Sciences, Kochi for my studies and my career, as an individual, I was able to grow. It broadens one’s horizon. A broader platform to understand and prove ourselves. It’s a place where we create a bigger foundation of our life. It’s a place where we find and create ourselves. Thanks to all the faculties, non-teaching staff, and especially our beloved Director Dr. U. Krishnakumar Sir for all the support. Corporate and Industry Relations (CIR) team has played an important role to achieve my goals in the career. I got placed through CIR.

Alumni Speaks

Ann Mary Jones
Research Scholar
(Ph.D. Commerce & Management)
Amrita School of Arts and Sciences, Kochi
Feeling proud to be a part of India’s No.1 Private university where equal importance is given to academics as well as values. Doing M.Phil. from Amrita was a life changing decision, which made me to opt the same institution for my Ph.D. also. Our college has dedicated teachers, who care about us and who want to see us excel in our field. The college provided us all the needs to transform ourselves as an outstanding person in our field, such as advanced syllabus, library, full time lab with complete facilities, etc. The seminars and workshops provided by my college taught me a lot which I could not imbibe from my regular classes alone. Amma’s vision of education for life and education for living is achieved here.

Sharanya Anand
Graduate Trainee
Cognizant Technology Solutions
In the outset, I would like to mention that, I am placed in Cognizant Technology Solutions being an ‘Amritian’. Needless to emphasise that Amrita University especially, School of Arts and Sciences, Kochi always made us develop confidence and realize human values, through regular Bhajan sessions, Vedic chanting and the like which in turn made us feel the presence of AMMA, the embodiment of kindness. It is my privilege to add that the way we were taught at Amrita, Kochi virtually helped me a lot in achieving the present career and also shaping the future. We were made competent to attain the goal by succeeding in group discussions without hesitations, aptitude test and interviews with ample confidence through the classes and the mock interviews organized by Corporate and Industry Relations (CIR). Extramural Lecture Series - Vidamritam, 24x7 Lab facilities and many more supporting features aided me to step over the hurdles. It is also worth mentioning here that the dedicated faculties in our College always mentored us with love and affection.

Akhil Raj R
SAS Developer
Quadrant 4 Software Solutions
I feel extremely proud that I completed my MCA from this prestigious institution. The splendid three years spent here helped me grow personally and professionally. The relationship between the faculty and the students is very cordial and that paved the way for a great learning experience. I am ever grateful to them and my batch mates for giving me a wonderful campus life with a good direction to my career.

Ann Mary Jones
Research Scholar
(Ph.D. Commerce & Management)
Amrita School of Arts and Sciences, Kochi
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SAS Developer
Quadrant 4 Software Solutions
I feel extremely proud that I completed my MCA from this prestigious institution. The splendid three years spent here helped me grow personally and professionally. The relationship between the faculty and the students is very cordial and that paved the way for a great learning experience. I am ever grateful to them and my batch mates for giving me a wonderful campus life with a good direction to my career.

College life a very important part of every individual’s life. That’s when we have to take a very important decision regarding our career. By choosing Amrita School of Arts and Sciences, Kochi for my studies and my career, as an individual, I was able to grow. It broadens one’s horizon. A broader platform to understand and prove ourselves. It’s a place where we create a bigger foundation of our life. It’s a place where we find and create ourselves. Thanks to all the faculties, non teaching staff, and especially our beloved Director Dr. U. Krishnakumar Sir for all the support. Corporate and Industry Relations (CIR) team has played an important role to achieve my goals in the career. I got placed through CIR.
As an Amritian, I am very proud to say that our college is one of the best in Kerala that provides quality education. Soft-Skills and Aptitude classes guided us to our career achievements. Adding to it, the serene and the disciplined atmosphere helped us to develop our personality. The values and rituals of culture we imbibed from this atmosphere will help us to live a quality life also. I joined in Tally Solutions through our Campus Placement.

Durga S
Asst. Delivery Manager (Shoper)
Tally Solutions Pvt Ltd, Bangalore

Sreelakshmi Jagadeeswaran
Systems Engineer
Infosys

I feel extremely proud now to be a part of the Amritian community. Amrita, Kochi helped me to gain knowledge along with value based education that moulded me to reach here successfully. The Campus is fully charged with excellent faculties, library, full time labs and all necessary facilities to get updated about the current events in the field of IT, Management, Media etc. The atmosphere of the Campus is also very disciplined and serene to motivate a peaceful ambience and culture. I would also like to thank the Corporate and Industry Relations (CIR) department for guiding me with the aptitude classes that helped me for clearing my entrance tests. Being the first step in my career I would also like to offer my prayers to AMMA. Without whose blessings I would never have achieved such an amazing opportunity in my life. I got placed in Infosys Limited through Campus Recruitment.

Reshma V
Senior Lecturer
FIITJEE

Elsa Elizabeth Jacob
Research Scholar (Ph.D. Commerce & Management)
Amrita School of Arts and Sciences, Kochi

Sreelekshmi Jagadeeswaran
Systems Engineer
Infosys

I, being a proud Amritian, confident enough to say that Amrita, Kochi has been providing quality education over a long period of time and has been creating successful graduates and post graduates. The Corporate and Industry Relations (CIR) played an important role to achieve my goals. The values and culture we imbibed from this atmosphere will help us live a quality life.
Amrita, Kochi is a very well respected Arts and Sciences College in Kerala. Creative way of educators encourages us to think out of the box. When I started the course M.C.A., I had to struggle to accomplish academically. Thanks to Amrita, I have now found that I am successful when undertaking assignments and organizing for both myself and others. I had ample support from both the staff and trainers of Corporate and Industry Relations (CIR). Personal connections were positive throughout.

I feel blessed being in Amrita family, being a part of a college with serene, disciplined and spiritually inclined atmosphere, that really helped me in developing my personality. It will be an inspiring memory for my entire lifetime. I joined Cognizant Technology Solutions through Campus Placement.

I am lucky to have been a part of Amrita, Kochi. The support, training and education is appreciable. As an Amrita student I feel very proud to say that my College is one of the best in Kerala. The discipline, moral values, culture and the educational experience have helped me to mould myself into a better human being. Best learning environment, good faculty members, 24 hours lab facility, library and advanced syllabus have helped me a lot. Classes in aptitude, verbal and soft skills by the experienced staff of Corporate and Industry Relations (CIR) department helped me in the process of recruitment. Above all I believe it is AMMA’s blessings.

For the past 5 years [B.Sc. (VM) and M.F.A. (ACM)] I had been a part of ASAS, Kochi. Creative pursuits encouraged me to think out of the box. College also taught me a lot about culture and values. The excellent faculty here moulded us into what we are now. Quality training I received here enabled me to get selected in Tata Consultancy Services.

I feel blessed and thankful to Amrita, Kochi for making me a better individual and also making me what I am now. B.C.A. was so challenging enough to make me stand at this position. Amrita University ranked 8th best University in India is wonderful in its curriculum, syllabus, spirituality, placement training and extra-curricular activities. The faculties guided us to take new challenges and also motivated us throughout in fulfilling our dreams. I am also thankful to AMMA for showering her blessings on me. It was a dream for me to get employed in an MNC like Cognizant and I am forever indebted to my College for fulfilling my dreams.
I consider it as a greatest fortune to have completed my U.G. as well as P.G. at Amrita School of Arts and Sciences, Kochi. The values and culture I have imbibed from my 5 years of learning has helped to cultivate positive outlook towards future. Adding to it, everything was such a unique wisdom. The educational experience has helped me to mould myself into a better individual. M.Com. at Amrita has given me the hope and winning edge. I am glad to start my career with company like Royal Bank of Scotland.

There is more to education at Amrita, Kochi than merely earning your degree; it offers a myriad of opportunities to develop yourself not only in terms of knowledge and intellect but also character and personality. My life at Amrita has helped me discover myself more and has taught me to have faith and confidence in myself. Looking back, I know I made the right decision and I will always be grateful for the invaluable support, guidance and love I received from my College. I am indebted to Amrita for finding placement for me in Federal Bank Ltd.

I am very grateful to be a part of Amrita School of Arts And Sciences, Kochi and it is one of the best in Kerala that provides quality education by providing us all the facilities to develop our knowledge with dedicated faculty, library etc. Soft skills, verbal and aptitude classes handled by Corporate and Industry Relations (CIR) played an important role to achieve my goals in the career. I am really thankful to all the faculty for the training and extreme support in facing the interviews. In addition to this I thank our Director for giving a wonderful opportunity to join in one of India’s number one companies soon after the completion of Bachelor of Commerce (B.Com.) and AMMA for showering her blessing on us. I joined Wipro Limited through our Campus Recruitment.

It gives me immense pleasure to speak about my College Amrita, Kochi. It was indeed my best decision to join one of the most sought after and finest colleges in the state. Amrita provides a perfect balance between academics and culture. The teachers have strong academic background and are keen in ensuring that the students get profound knowledge of the subject. Various activities like Internships in renowned core Industries, Industrial visits, Workshops, Lectures by experts in Industry help to bridge the gap between Academics and Industry. It has been a great learning time for me and I’ve learnt a lot towards placements and personality development. The support provided by CIR department has helped me in getting placed in of the reputed company in the world.
The whole purpose of education is to turn mirrors into windows.

Excellent learning environment, good faculty members, high class facilities, advanced syllabus, fun at study library, full-time lab facility, supportive staff and a healthy milieu fostering individual growth make Amrita an ideal place to be at and learn.

The most important thing I learnt in Amrita is that 'never lose self-confidence'. Today, being a Software Associate in UST Technology International Pvt. Ltd., I can vouch that the credit of my growth goes to my alma mater. I sincerely wish that the institute continues its endeavors.

Amrita University is one of the best universities diversified with different streams of education. Teachers are really kind and their way of teaching is really interesting. Studying a subject that I'm passionate about and also continuing the same is very good experience. I am grateful to be a part of Amrita, Kochi.
I am very proud to say that I was a student of Amrita School of Arts and Sciences Kochi. I consider my time in College as my most valuable experience. Amrita has given me the best chance to sharpen my skills and also gives me more confidence in my area. My family who are also the followers of Amma are also extremely happy about this. Vidyamritam, Kalamritam and other cultural activities were memorable. I got the perfect placement training and got placed in Tata Consultancy Services.

As an Amritian, I am very proud to say that our Amrita, Kochi is one of the best colleges in Kerala that provides values and quality education. The College gives us with advanced syllabus, dedicated faculties, library, full-time lab facility etc. The verbal, aptitude classes and soft skills handled by Corporate and Industry Relations (CIR) played an important role to achieve my goals in the career. Adding to it, the serene and the disciplined atmosphere helped us to develop our personality. According to AMMA there are two types of education - education for life and education for living. We are very fortunate to have both of these. I joined Geojit Financial Services Ltd. through our Campus Recruitment.

Being a child who had always loved arts, one fine day I found myself doing Electronics engineering, only to realise later on that this wasn’t my calling. Soon after I was done with engineering, my mom inspired me to chase my dreams and join fine arts at my alma mater Amrita, Kochi which undoubtedly was the turning point in my life. Just like my family, my College has been the source of my strength and guidance and has helped me reach where I am today. More than anything else, what I find distinct about Amrita is its serene and disciplined environment. The values I’ve imbibed from here are etched in my heart forever. Proud to be an Amritan! I feel proud that CIR facilitated my placement in McKinsey & Co.
Geethu Prasad
Imaging Associate
Amazon India

Being an Amritian is my luck. We learned through advanced syllabus, full time advanced library and lab facilities. Excellent coaching by expert and dedicated faculties has helped me to attain such a position in my life. The serene and the disciplined atmosphere of Amrita School of Arts and Sciences have helped us to overcome any situation with full confidence. As Amma says, the college has provided us with education for life and education for living. Being provided with both these is very useful in one’s life. I was selected in a firm like Amazon, through Campus Placement.

M Sareena Sadanandan
Assistant Manager
Axis Bank

I would like to express my sincere gratitude to ASAS Kochi, for all the opportunity it has provided me. ASAS is a deep ocean of knowledge where everyone gets equal opportunity ASAS is one among the very few organization which supports value based education ASAS promotes the spirit of unity The biggest strength of ASAS is the qualified and experienced teaching faculty who are always ready to help the students in clarifying all their doubts. Mentors are really friendly and are always approachable. I am really happy to be a part of amrita fraternity. I owe my success to ASAS Kochi.

Sreekanth S
Software Engineer
CreatNlrn

Learning here is not a Classroom routine, its a transforming divine experience that touch every mode of a students life. I came as an ordinary M.C.A. student and I’m leaving here as inspired human being with a great bunch of talented brilliant and loving friends and a handful of beautiful memories...

Aswathy S Nair
Finance Executive
Cozmo Travel LLC (Air Arabia)

I am extremely grateful and proud to say that I completed both B.Com. and M.Com. from this prestigious college. The best thing about ASAS is the advanced curriculum and the ambience where students feel energetic and enthusiastic towards education and career. The relief to the rigorous schedule and hard work is provided at the end by the placement department and I would like to propose my special thanks to them. In the corporate world, I can see that AMRITIANS are always one step forward when compared to other colleges. I got placed as Finance Executive in Cozmo Travel LLC.

Padma. K. S.
Imaging Associate(DIS Process)
Amazon Development Center

I am very happy to be a part of Amrita family. Amrita School of Arts and Sciences, Kochi provided a solid foundation for my professional career and developed my knowledge about the subjects which I am interested in, through doing BSc Visual Media. Thanks to the almighty for his wonderful grace and thanks to the people who supported me for making up my career through Amrita University.
Lakshmi Priya B
Software Engineer Trainee
Newgen Software Technologies

Five years of experience in Amrita, Kochi (B.C.A. and M.C.A.) has worked as a catalyst in paving ways for my career and eventually my life. More than just about studies and curriculum, it’s about expanding your mind in a myriad of ways. Amrita offers excellent infrastructure, dedicated faculties, extramural lecture series, various cultural fests and many more. Apart from all these the beautiful spiritual aura of our Campus differentiates it from any other educational institution in Kerala. Excellent training given in aptitude, verbal and soft skills by Corporate and Industry Relations (CIR) department has helped me a lot in facing the placement processes with confidence and I got placed in Newgen Software Technologies through our Campus Recruitment. I feel blessed to be a part of Amrita family and cherish all my moments in our Kochi Campus.

Success is where preparation and opportunity meet. And this is true to every word when it concerns Amrita School of Arts and Sciences, Kochi. With all the right facilities it provided, enhanced with dedicated and helpful faculties and a serene and spiritual environment. I was nurtured well to grab the best opportunities it offered, boost my self-confidence and above all, develop myself as a person. Forever thankful to my alma mater, for what I am today.

Akshaya Vijayakumar
Associate Analyst
Deloitte Consulting

Five years of experience in Amrita, Kochi (B.C.A. and M.C.A.) has worked as a catalyst in paving ways for my career and eventually my life. More than just about studies and curriculum, it’s about expanding your mind in a myriad of ways. Amrita offers excellent infrastructure, dedicated faculties, extramural lecture series, various cultural fests and many more. Apart from all these the beautiful spiritual aura of our Campus differentiates it from any other educational institution in Kerala. Excellent training given in aptitude, verbal and soft skills by Corporate and Industry Relations (CIR) department has helped me a lot in facing the placement processes with confidence and I got placed in Newgen Software Technologies through our Campus Recruitment. I feel blessed to be a part of Amrita family and cherish all my moments in our Kochi Campus.

Being an Amritian is always a pride. Amrita School of Arts and Sciences, Kochi is one of the best colleges in Kerala that provides top quality education. Seminars, Workshops and Conferences at Amrita was very helpful. Vidyamritam, Kayikamritam and Kalamritam used to be delightful. The knowledge delivered in Amrita is practical oriented which keeps Amritians ahead from other students. I got placed in Infosys Limited through the Campus Recruitment in Amrita.

Megha Prabhakar
Associate Software Engineer
Ernst & Young Global

Jeethu Reju
Systems Engineer
Infosys
I am proud to be an Amritian, who is really blessed with two years of my life in Amrita School of Arts and sciences, Kochi. While thinking about the college days, the first thing that flows in to my mind is none other than the staff who are giving great support and attention to each and every student in the campus. I can confidently say that Amrita quality education. The well setuped lab, library and placement facilities are the best examples for this. Last but not the least I want to thank my Institution for helping me in building my career. My dreams and ambition got wings from this peaceful campus.

With journalism, designing and photography in mind I decided to join B.Sc. Visual Media at Amrita School of arts and Sciences (one of the best colleges in India). I am proud and privileged to be a part of this institution which very well nurtured me to who I am. The institution provided me good exposure and greater opportunities in the field of media and helped me develop my skills in my interested areas. Getting placed in a renowned organization like “McKinsey and Company” was something I had wished and urged for. And the guidance of my professors as well as the CIR department helped me accomplish my dream.

I am very proud to say that our College Amrita is one of the top Colleges in India providing value based quality education. And Our college has well trained and dedicated faculty members whose teachings always facilitate the students to sprout out with the innovative ideas and transforming minds. Life at Amrita has made me positive: The classes conducted by Corporate and Industry Relations in aptitude, softskills and verbal has really helped us during the placement process. After three years of MCA I got placed in CSS Corp Chennai through Campus recruitment. Its all because of the guidance and knowledge I acquired from Amrita.

Amrita played a valuable role in my educational path. My education in Amrita was a turning point in my life. Our professors were very good trainers and guided us in implementing the theoretical knowledge in practical field. This enabled my smooth entry into the corporate world. Amrita allowed us to partake in both studies and extra-curricular activities. Seminars along with the curriculum, wide exposure to many events and activities other than classroom sessions have developed our personal as well as our soft skills.

When I look back, Amrita has a special space in my life. I am a much more confident person now.

“Amrita, is one of the best colleges in Kerala that provides quality education, good infrastructure and has good placement records. The Corporate and Industry Relations (CIR) of Amrita plays an important role, in helping students in achieving their goals, and getting them placed in some of India's top companies.”
Our library has a large collection of books, journals and magazines. The exhaustive collection of books also include many international editions. Reading area is also provided for facilitating quiet reading and self learning for the students. Visual Media department has a separate collection of Books, Journals and more than 500 World Film classics. This adds fervour and quality to the guided sessions on film appreciation.

Library is also equipped with a Digital Library System with an excellent archive of more than 2000 GB information in all subject areas in different formats. Online access to IEEE journals and innumerable international databases.

**Digital Library**

Access to the AMRITA DIGITAL e-LEARNING LIBRARY, an extensive and incomparable pool having more than 5 TB information on literature, class notes, slides, speeches, interviews, text books and research materials from all renowned universities and organizations.
Activities of CSI Student Branch are aimed at promoting comprehensive bouquet of online services for its members. Our branch initiates lot of events like Conferences, Technical Quizzes, Debugging contest, Technical Writing, Dumb Tech Charades, Technical Talk, Query Builder and much more every semester. A few of our outstanding programs were “Golden Tech Bridge”, State Student Convention, IT 2020 CSI Regional Meet on Interdisciplinary Research, ‘Prabhathi’ (a Corporate Social Responsibility event) were conducted. At the national level, our CSI Student chapter won the Best CSI Student Branch, Best CSI Student Activist and Longest Continuous CSI SBC Award consecutively for three years in 2015, 2016 and 2017.
Management is a multi-dimensional activity. Many factors from Strategic Planning, HR Policy, Systems and Operations, Manufacturing, Finance to Marketing, Promotion and Branding all go into it. Mastering all these different areas of management would be a daunting task. But it is only when all these factors synergise perfectly that you make an ideal business enterprise. Walking with KMA, aspiring youth have been able to become aware of the learning situations in management and maximise their potential leading to the corporate limelight. To fructify the above objectives, Amrita School of Arts and Sciences, Kochi had become the Associate Corporate Membership of KMA (No. ACMB_198) from the academic year 2016-17. This has given extreme leverage to students and faculty in the knowledge sharing sessions by being in the vicinity of many professionals and gatherings.

Kerala Management Association (KMA) - Associate Corporate Membership

Management is a multi-dimensional activity. Many factors from Strategic Planning, HR Policy, Systems and Operations, Manufacturing, Finance to Marketing, Promotion and Branding all go into it. Mastering all these different areas of management would be a daunting task. But it is only when all these factors synergise perfectly that you make an ideal business enterprise. Walking with KMA, aspiring youth have been able to become aware of the learning situations in management and maximise their potential leading to the corporate limelight. To fructify the above objectives, Amrita School of Arts and Sciences, Kochi had become the Associate Corporate Membership of KMA (No. ACMB_198) from the academic year 2016-17. This has given extreme leverage to students and faculty in the knowledge sharing sessions by being in the vicinity of many professionals and gatherings.

Spandanam - the Management Day

The department of Commerce and Management conducts the event “Management Day” every year during February. The Event is an initiative of the undergraduate Business Administration students to celebrate the Management Day and gracefully share the knowledge through many professional interactions.
Kayikamritam - Annual Sports

School conducts sports event ‘Kayikamritam’ every year. Students participate in various indoor and outdoor games like Chess, Carroms, Badminton, Throw Ball, Basket Ball, Cricket. etc.

Kalamritam - the cultural fiesta

School conducts a popular annual cultural fiesta ‘Kalamritam’ spanning three days focused mainly in Indian culture, arts and music. Our students have participated in the South Zone Inter University Youth Festival and won prizes.
Activities of Society for Promotion of Indian Classical Music and Culture Amongst Youth (SPIC MACAY), aimed at promoting the rich Indian Heritage and Culture is active in the campus. Workshops on Kathakali, Saraswati Veena and Manipuri Dance, Hindusthani Music, Cheriyal Painting, Tholppavakoothu, Bharathanatyam, Mohiniyattam, Kathak, Oddissi, etc were conducted. ‘SAMEEKSHA 2018’ a 6 day Youth Intensive workshop on 14 art forms was attended by 700 students.
Samskriti - a Cultural Group

A group named Samskriti started at the campus on 9th September 2009. About 200 students from both UG and PG batches constitute the core group of Samskriti volunteers. The group aims at practising ethical values and serving the fellow beings inspired by teachings from all Mahatmas like Amma. Selected students from the group are trained to do self-help activities like recycling waste, doll making, fancy item making, stitching and embroidery etc. Resources generated are used for helping the children at Amma’s Tribal Orphanage at Parippally, Matruchaya Orphanage, Tribal Villages in Wayanad, Thattekkad, etc. Visits are made to Goshala, Cancer centres, Pain and Palliative Care Centres etc. Students do this during their spare time.
SEED

There is an active group of Mathrubhumi SEED volunteers working relentlessly towards achieving the SEED goals. The important projects are: Love Plastic, Season Watch, SEED Reporting, Organic Farming, Awareness on ETP, Water Purification, Drug Menace, Healthy Life Style, Nature Camp and Wildlife Protection, and Visual Documentation on nature.

During past three years our unit has been winning the award for the best SEED Unit at college level in the Ernakulam District.
Amrita Advantages & Philosophy

AMRITA SCHOOL OF ARTS AND SCIENCES, Kochi, gives prime importance to quality teaching, academic research and development and ethical orientation. Dedicated efforts of the teaching community make this a reality. Formal research has been initiated in the areas of Bioinformatics, Artificial Intelligence, Data Mining, Applied Art, Communication and Media, Environment, Language and literature, Finance and Management. Technology groups like Computer Society of India(CSI) and Extramural Seminars and Workshops also help this process to develop the calibre of every student.

Famous for quality of service, be it in any sector, Amrita Schools have the unique distinction of an excellent support of large task force of Professionals in its mainstream. Divine will, unconditional love and compassion embodied by Amma have enlarged the spectrum of selfless initiatives of Amrita Institutions. This has attracted human resources of excellent quality into the multifarious activities of the Math throughout the world especially in the Education Sector.

Faculty Development Programme (FDP) - a Regular Feature

We give prime importance to quality teaching, academic research and development and ethical orientation. Dedicated efforts of the teaching community make this a reality. FDP Workshops are conducted during vacations prior to every academic semester to acclimatise all the faculty members both young and senior with the new generation tools and pedagogical approach for teaching. Generic and domain centred training is provided by the invited experts.
Course and Curriculum
- The Amrita Trend Setting

Structure of curriculum for all the P.G. and U.G. Courses at the School conform to the choice based Credit system being followed throughout the academic spectrum of Amrita Vishwa Vidyapeetham. All the courses have continuous internal evaluation, final examinations and staff appraisal and feedback evaluation. The syllabus has been prepared by eminent academicians and professional experts drawn from the relevant subject areas. The boards of studies in different disciplines exist separately for the courses.

The members of the boards of studies will be continuously monitoring the progress of the academic course delivery. The changes are made in the curriculum whenever there is a need, depending on the trend settings in the academic, scientific and industrial environments. Therefore the curriculum for all the courses reflect the most updated coverage with international standards.

Counselling for Weaker Students and their parents

We believe that regular detailed proactive counselling given to a weaker student, both at the UG and PG levels after the first and second periodical examination of a semester improves the overall performance. In the presence of parents such students are apprised of the nature of special efforts they have to take. Faculty coordinators of individual batches who are emotionally attuned to the students are actively involved in this process. This has proven positive effects on the academic and behavioural skills of students.

We approach the study of Computer Science, Mathematics, Commerce and Management, Language and Literature and Visual Media and Communication with a perspective which is based on careful blend of theory and real life applications.
The Teaching Paradigm

Learning systems from a unique mix of teaching methods - lectures, case discussions, seminars, presentations, group activity, business games, role-plays, soft skills training, expert lecture series, internships, and field visits.

Focus on experiential learning through intensive projects, which is compulsory for meeting the requirements of most of the PG programme.

Apply the rigorous theoretical knowledge inputs learnt in the classroom to field-based challenges at the market place or work environment.

Constant interface with industry professionals enables real time exposure to contemporary Business, Science, Healthcare, Culture, Media and Information Technology scenario. Vidyamritam the extramural lecture series provides a venue for this.

Integrating cutting edge education with insights from the ancient art and science of yoga and meditation, with core courses on Value Education and Behavioral Sciences.

Compulsory periods for use of Library Facilities.

Focus on case study presentation, business contents, brainstorming sessions, competitive events, students-led forums and other leadership initiatives.

Rigorous work load and committed faculty transforms the diverse academic programme into tremendous learning experience, calling for dedicated hours of work, library study, assignments, IT interface and home work.

Ongoing evaluation process with transparent grading and feedback system, nurturing academic excellence.

Orientation programme for new batch of students with exposure to the way of the life in the campus, academic schedules, hostel, facilities for study, recreation etc. Participation in the preparatory orientation programme for students and parents is compulsory.

Frequent Parental Counseling for weaker students.
Disciplined Routine and Personality Growth
- a unique way of mentoring

Students and Staff begin their daily routine only after a prayer and meditation session. These students get opportunities to attend spiritual and personality development programme, in which there will be talks, discussions, role play and other sessions handled by prominent personalities. Sessions on modern techniques like Transactional Analysis (TA), Neurolinguistic Programming (NLP) and Creative Visualisation, Sanskrit Learning, Yoga and Meditation and Healthcare and lifestyle Awareness form part of these exercises. These programme are useful in bringing out the innate talents of the students and inculcate the feeling of oneness, broadmindedness and selflessness.

Political activities are not permitted in the campus.

Use of Mobile phones by students are strictly banned in the campus and hostels.

Consumption of non-vegetarian food, liquor and intoxicating drugs and items are not allowed in the campus hostels.

Training in Soft Skills and Aptitude Improvement has been included as compulsory subjects in the curriculum of all UG and PG courses.

Decorum and discipline in the behaviour among the boys and girls inside and outside classrooms giving respect to each other and the ambience.

Value based personality development, discipline and decorum have become a way of life in the school. Topics in Behavioral Ethics, Communicative English, Group Dynamics and Soft Skills have been strewn into the regular curriculum in formal and informal ways.

Many value education sessions are conducted as group discussions among students, moderated by the core faculty members. This improves the confidence of students.

School has earned a unique distinction in the way value based sessions and feeling of National Unity are imparted. Counselling sessions if required are usually conducted by professionally qualified counsellors who are also part of the faculty. Sessions are sometimes held for parents also.

A dedicated group of teachers, visiting experts and consultants inspired by AMMA’s call for selfless service, form the core of the school faculty. “To give the best of training to the students as offering to the Divine”, is AMMA’s foreword to Her children at Amrita, and adherence to the same has set the standard of Amrita schools high above others. The emphasis given in the various educational institutions of AMMA is not only on the academic growth of the student, but also on the overall development of personality and character.

Faculty - Our Strength and Pride

Apart from the experienced, dedicated and devoted core staff members of the school, the adjunct, visiting and guest faculty also consists of experts drawn from various other Universities, Industries and Research Organizations and from other institutions under the Math.

Highly experienced core faculty is also supported by frequent Visiting Lectures by top Management Practitioners, Chartered Accountants, Psychologists, IT Professionals, Lawyers, Language Experts, Media and Film Professionals, Artists, University Academicians, Consultants and Entrepreneurs.
Other Facilities

Power Supply
Institute is equipped with high capacity uninterrupted power supply (UPS) systems and diesel genset to support the UPS. Therefore the normal functioning of the institute is protected round the clock from power failures.

E-Learning, Electronic Research Journals and Wi-Fi
Campus is totally Wi-Fi enabled for academic purposes. Internet access is available for students.

Repographic Centre
The Institute has excellent DTP, Xerox and graphic design facilities.

Assistance for Bank Loan
School extends proper guidance, counselling and recommendation to obtain Educational Bank Loans. Many present students are beneficiaries of this Service.

Water Filter Plant, Effluent Treatment (ETP) Plant and Waste Management System
Campus has a high capacity modern water treatment plant to facilitate supply of pure drinking water. There is also a high capacity ETP facility and waste management system.

Transport Facilities for day scholars
College bus facilities are available for students coming from Kochi and neighbouring places like Cheranelloor, Elamakkara, Eroor, Paravur, Mannam, Ayyappankavu, Kodungalloor, Tripunithura, Fort Kochi, Vypin, Nayarambalam, Angamaly, Perumbavoor, Aroor, Aluva, Kakkana, Thrikkakara, etc.
Faculty

We have a rich profile of experienced and learned faculty to serve the school. Many faculty members are involved in active research. Departments in our campus have organized TARGET AREA GROUPS [TAG] for Research and Projects in the domains of specialized areas of knowledge.

Data Mining and Bioinformatics

Dr. Maya L. Pai
Assistant Professor (Sr. Gr.), Research Guide
(Chairperson, Board of Studies in Computer Science & IT and Member, Board of Studies in Mathematics)
Ph.D., M.Sc. (Mathematics), B.Ed., M.Phil., SET
Areas of Interest: Discrete Mathematics, Numerical Methods, Operations Research
Experience: 35 years academic experience; 9 years in research. Published papers in national and international journals.

Dr. U. Krishnakumar
Research Supervisor
(Member, Board of Studies in Visual Media and Fine Arts)
Areas of Interest: Distributed Computing, Science Communication, Culture and Media Studies
Experience: 43 years academic experience and 24 years research experience in India and abroad.

Image Processing

Dr. E.R. Vimina
Assistant Professor
Ph.D. (Computer Science), M.E. (Computer Science and Engineering), B.Tech (Electrical and Electronics)
Areas of Interest: Image Processing, Information Retrieval Systems, Data Structures and Algorithms, Data mining
Experience: 17 years of teaching and research experience
A.S. Mahesh
Assistant Professor
M. Sc. (CS), MBA (Systems and Marketing), M.Phil. (CS), PGDCA, ‘O’ Level
Areas of Interest: Cloud Computing, Networking, Programming
Experience: 20 years academic experience, including 7 years in research.

K. Sreekumar
Assistant Professor
M.Tech. (CSE), M.Sc. (IT)
Areas of Interest: Web Technology, Database Technology, Distributed Computing, Object Oriented System Design
Experience: 18 years academic and 4 years industry experience

C.V. Prasanna Kumar
Assistant Professor
M.C.A., PGDCA
Areas of Interest: Cryptography, Networking, Databases, International Student Counselling
Experience: 21 years academic experience, including 10 years in South Korea, Cambodia, Laos, Vietnam

L. Nitha
Assistant Professor
M.C.A., M.Phil. (CS), PGDCA, ‘O’ Level
Areas of Interest: Data Mining, Social Media Analytics, Social Mining
Experience: 19 years experience in teaching. Published papers in referred journals.

V.R. Rajalakshmi
Assistant Professor
M. Sc. (IT), M. Tech. (IT), PGDCA, ‘O’ Level
Areas of Interest: Database Systems, Data Structures, Data Mining
Experience: 20 years experience in teaching.

A.G. Hari Narayanan
Assistant Professor
M.C.A.
Areas of Interest: Data Mining, Web Programming
Experience: 12 years academic experience, including 6 year in research and two years in industry.

R. Nandakumar
Assistant Professor
M.Tech. (CS), M.Sc. (Physics), UGC-NET (Physics)
Areas of Interest: Algorithms, Geometry
Experience: 22 years of experience in industry, research and teaching. Published papers in referred International journals.
Computer Science and I.T.

Faculty Profile

Hardware Interface, System Software, Mobile App Development, Image Processing

K. Jayakrishnan
Visiting Faculty
MCA, M.Tech.
Director, Xtend Technologies (Member, Board of Studies in Computer Science and IT)
Areas of Interest: System Software, Device Driver Programming, Hardware Interface
Experience: 23 years of experience in industry, 14 years in research and teaching.

N.S. Ranganadhan
Visiting Faculty
M.Tech.
Areas of Interest: Software Engineering, Bio-Medical Image Processing, Programming & Skill Development
Experience: 24 years industry experience and teaching in India and abroad.

Networking and Data Security

Nima S. Nair
Assistant Professor
M.C.A., M.Phil. (CS), PGDCA, ‘O’ Level
Areas of Interest: Networking, Cloud Computing, Systems & Network Security, Operating System
Experience: 19 years experience in teaching.

V. Leena
Assistant Professor
M.C.A.
Areas of Interest: Networks, Network Security
Experience: 16 years experience including industry and teaching.

T. Remya Nair
Assistant Professor
M.C.A.
Areas of Interest: Networks
Experience: 12 years experience in teaching.

K. P. Ambily
Faculty Associate
M.Sc. (CS), M.Phil.
Areas of Interest: Networks, Systems & Network Security
Experience: 12 years experience in teaching.
Faculty Profile

Computer Science and I.T.

Software Engineering

M. Soumya Krishnan
Assistant Professor
M.C.A., M. Sc. (CS), M.Phil. (CS)
Areas of Interest: Software Engineering, Data Mining, ITES
Experience: 18 years experience in teaching.

G. Deepa
Assistant Professor
M.C.A.
Areas of Interest: Software Engineering, Data Mining
Experience: 16 years experience in teaching.

G.S. Anisha
Faculty Associate
M.C.A., M.Phil. (CS)
Areas of Interest: Networks, Data Mining
Experience: 5 years experience in teaching.

Uma Devi
Faculty Associate
M.Sc. (CS)
Areas of Interest: Software Engineering, Data Mining
Experience: 11 years experience in teaching and research.

ICTS and System Administration

R. Sanju
Head, ICTS
M.F.A., ADDM

R. Rahul
System Administrator
B. Sc. (CS), MCSE, Doing M.Sc. (CS)

V.S. Nithin
Network Administrator
Diploma (Networking), CCNA RHCE, LCS2 (Legrand)

Rajesh J. Nambiar
Network Technician
CCNA, Diploma in Hardware

R. Divya
Lab Instructor
B.C.A., CCNA, M.C.A.

Visiting Experts

Maya Menon
M.Sc. (Quantum Electronics), PMP
Team Lead and Project Manager
Cognizant Technology Solutions Ltd.

Ullas Ponnadi
B. Tech (ECE), NIT
Chief Technology Officer
CreatNlm

Dr. M. Ravishankar
M.Tech., Ph.D.
Associate Professor
CUSAT

Ramesh Govind
M.B.A.
Project Manager
Infovista Ltd.
Dr. Sony Vijayan
Associate Professor, Research Guide, PGP Chair
(Member, Board of Studies in Commerce and in Business Management)
Ph.D., L.L.B., M.L., UGC-NET
Areas of Interest: Commercial Law, Constitution of Law, Maritime Law, Corporate Laws
Experience: 22 years in teaching and research experience and practice as a Lawyer.
Presented papers in International Conferences and Journals

Dr. P. Balasubramanian
Assistant Professor (Sr. Gr), Research Guide
Ph.D., M.B.A. (Finance), M.Phil. (Management), M.Com. (Finance)
Areas of Interest: Finance, Economics and Management
Experience: 13 years of teaching experience.

Dr. A.S. Ambily
Assistant Professor (Sr. Gr) and Research Coordinator (Member, Board of Studies in Commerce)
Ph.D., M.Com. (Finance), M.B.A. (Finance), B.Ed.
Areas of Interest: Finance, International Business, HRM, Marketing
Experience: 14 years academic experience, including 9 years in research. Published papers in referred journals.
Faculty Profile

Finance, Taxation and Financial Services

Dr. S. Venugopal
Assistant Professor, Research Guide
Ph.D., M.Com.
Areas of Interest: Finance, Marketing, Management
Experience: 39 years of experiences in teaching, including 20 years of research.

K.R. Shabu
Assistant Professor (Sr. Gr.)
M.Com. (Finance), M. Phil. (Commerce), M.B.A. (Finance), UGC-NET
Areas of Interest: Accounting, Finance
Experience: 29 years teaching experience, including 11 years in research. Published books in Financial Accounting, Management Accounting and Cost Accounting. Published and presented papers in referred journals.

Dr. Anoop K.K.
Assistant Professor, Research Guide
Ph.D., M.Com. (Finance), UGC-NET
Areas of Interest: Finance, Accounting, Tally, Management
Experience: 4 years experience in teaching and 5 years in research

J. Jayashankar
Assistant Professor
M.Com. (Finance), UGC-NET
Areas of Interest: Finance, Accounting, Tally, Management
Experience: 4 years experience in teaching

Krishna M.B.
Assistant Professor
M.Com., UGC-NET
Areas of Interest: Finance, Marketing, Management
Experience: 4 years experience in teaching

C.A. S. Jagdish, FCA
Professor (Member, Board of Studies in Commerce)
Areas of Interest: Finance, Taxation, Auditing, Management, Soft Skills
Experience: 17 years teaching and 26 years of experience as Chartered Accountant and Project Management Consultant.

C.A. S. H. Pramod Prabhu
Expert Faculty (Member, Board of Studies in Commerce)
ACA, PGDBA, CISA (USA)
Areas of Interest: Finance, Taxation, Management
Experience: 13 years experience in industry as Chartered Accountant and 15 years in teaching.
**Finance, Taxation and Financial Services**

C.A. G. Satheeshkumar, FCA
Chartered Accountant and CISA
FCA, CISA
Areas of Interest: Finance, Taxation, System Audit
Experience: 24 years professional experience as consultant and Chartered Accountant.

**Marketing, Advertising**

Dr. N.V. Sreedharan
Professor, Research Guide (Member, Board of Studies in Business Management)
Ph.D. in Marketing (Advertising), M.B.A. (Finance), M.A. (English Language and Literature)
Areas of Interest: Organisational Behavior, Small Business Management, Strategic Management
Experience: 19 years academic experience, including 12 years in research.
(Also serving in Department of Visual Media and Communication)

Prof. T.K. Ajaikumar
Professor
M. A. (Philosophy), PGDBA
Areas of Interest: Marketing, Customer Care, HR, Soft Skills, Market Research
Experience: 35 years industry experience in Marketing, HR and Corporate Training.
10 years research experience.

**HR, Relationship Capital Management, E-Governance**

K.G. Rajani
Assistant Professor
M. Com. (Finance), M. Phil. (Commerce), SET, PGDCA
Areas of Interest: Cost Accounting, Management
Experience: 18 years academic experience, including 7 years in research.

S. Girish
Assistant Professor
M. Com., UGC-NET
Areas of Interest: Finance, Marketing, HRM
Experience: 10 year of experience in teaching and 1 year in industry.

R. Preetha
Assistant Professor
M.Com., MBA (Finance), M.Phil.
Areas of Interest: Finance, Accounting, Marketing
Experience: 16 years of experience in teaching and research.
HR, Relationship Capital Management, E-Governance

Rashmi J. Menon
Assistant Professor
M.B.A (HR & Marketing)
Areas of Interest: HR, Marketing, PR
Experience: 3 years in teaching, 5 years industry experience
(Also serving in Department of Visual Media and Communication)

Supply Chain & Logistics Management (Interdisciplinary)

Dr. M.R. Chithra
Assistant Professor, Research Guide
Ph.D., M. Sc. (Mathematics)
Areas of Interest: Graph Theory, Discrete Mathematics
Experience: 10 years experience in research and teaching. Papers Published in International Journals.

Ambili S. Nair
Assistant Professor
M. Sc., B. Ed., M.Phil (Mathematics)
Areas of Interest: Operations Research, Supply Chain Management
Experience: 23 years experience in teaching and 7 years in research.

Visiting Faculty and Consulting Experts

C.A. Vivek Krishna Govind, FCA
Partner, Varma and Varma Chartered Accountants, Kochi

C.A. P. J. Johney, FCA
B. Sc. PGDBA, ACA, CISA (USA)

Dr. Vivek Menon
Associate Professor
Amrita School of Business

Prof. Prashanth Nair
Dept. of Computer Science
Amrita Vishwa Vidyapeetham

Dr. K. P. S. Nair
Director, FACT
Visual Arts, Fine Arts, Painting, Sculpting, Visual Semiotics, Graphics

Dr. C.S. Jayaraman
Professor (Chairman, Board of Studies in Visual Media and Fine Arts)
M.A. in English Language and Literature, Ph.D. (Hon.)
Areas of Interest: Visual Arts, English Literature, Dramatics, Music and Film Studies
Experience: Retired Professor; 44 years of academic experience, including teaching History of Visual Arts – Indian and Western, Theory of Composition, Screenplay Writing and Paintings. Presented papers in international conferences. Published books. (Also serving Department of English and Languages)

Dr. K. Sreena
Asst. Professor (Sr. Gr.), Research Guide (Member, Board of Studies in Visual Media and Fine Arts)
Ph.D., M.A. (English), M.Phil.
Areas of Interest: Literary theory, Film Studies, Technical Communication
Experience: 12 years academic experience, including 9 years in research. Presented papers in national and international conferences and published papers in referred national journals. (Also serving in Department of English and Languages)

Vinod L.
Assistant Professor
UGC-NET (Visual Arts), MFA (Applied Art), Diploma in Advanced Computer Arts (C-DAC)
Areas of Interest: Visual Semiotics, Visual Arts, Applied Art, Art History, Painting
Experience: 15 Years Teaching and Research experience, 6 Years Industry experience.

Dinesh Babu S.
Assistant Professor
M.Sc. (E-Media & Communication), M.Phil. (Communication Studies), Ph.D. (Thesis Submitted)
Areas of Interest: New Media, Environmental Communication, Animation Studies, Research Methodology
Experience: 3 years experience in teaching, 7 years in research.
Dr. P.P. Vijayalakshmi
Professor and Research Supervisor
Ph. D., M. A., PGCTE (CIFL, Hyderabad)
Areas of Interest: Communicative English, Fine Arts and Media, Visual Semiotics
Experience: 43 years of teaching in Collegiate Education Service, including 15 years in research.
(Also Serving in Department of English and Languages)

D. Harikrishnan
Assistant Professor
M.F.A. (Visual Media), UGC-NET (Visual Arts). Advanced Diploma in 2D and 3D Animation
Areas of Interest: Motion Graphics, Visual Effects, Animation, Design Management, Photography
Experience: 9 years experience in teaching. 11 years industrial experience as Animator/ Graphic Artist.

N.K. Vinod
Developer (Visual Media)
M.Sc. (Visual Communication), B. A. (Malayalam), Professional Diploma in Advanced Multimedia Technology
Areas of Interest: Drawing, Mural Painting, Illustration, Graphic Designing, Photography, Animation
Experience: 7 years experience in teaching, 14 years industrial experience in Graphic Designing.

Visual Arts, Fine Arts, Painting, Sculpting - Adjunct Guest Faculty

A. K. Haridas
Editor, Art Director and Design Software Consultant
National Diploma in Fine Arts
Areas of Interest: Painting, Illustration, Typography

Pooyappura Suku
Former Head, Dept. of Fine Arts, RLV College of Music & Fine Arts
Diploma in Drawing & Painting
National Diploma in Fine Arts (Painting), BFA (Painting)
Awards from Kendra Lalit Kala Akademi and Kerala Lalithakala Akademi

T. Kaladharan
Painter, Sculptor, Film Art Director
Secretary, Kerala Kalapeetom
Awards from Kerala Lalithakala Akademi

K.U. Krishnakumar
Principal, Institute of Mural Painting, Guruvayur Devaswom
MFA, National Diploma in Mural Painting
Visual Media and Communication

Visual Arts, Fine Arts, Painting, Sculpting - Adjunct Guest Faculty

Manoj Brahmamangalam
Artist, Sculptor
National Diploma in Fine Arts (Painting)

Shaji Appukuttan
Artist, Art Director
BFA (Painting)
Award from Kerala Lalithakala Akademi

Vikas S.
Artist
MFA (Painting), BFA
Areas of Interest: Painting, Acting, Dance, Martial Arts

Science Communication, Visual Journalism

Dr. U. Krishnakumar
Research Supervisor (Member, Board of Studies in Visual Media and Fine Arts)
Areas of Interest: Science Communication, Culture and Media Studies
Experience: 43 years academic experience and 24 years research experience in India and abroad

Rekha K.P.
Assistant Professor
MCJ, UGC-NET (Mass Communication and Journalism)
Areas of Interest: Video Production, Editing, Online Journalism, Film studies, Broadcast Journalism
Experience: 4 years experience in teaching and research, 5 years in industry.

Karthika C.
Assistant Professor
MCJ
Areas of Interest: Print and Broadcast Journalism, Communication Theories, News Reporting
Experience: 3 years experience in teaching and research, 5 years in industry.

Aparna Namboodiri
Developer (Visual Media)
M.A. (Journalism and Mass Communication), B. A. (History), PG Diploma in Journalism
Areas of Interest: Programme and News Production, Documentary, Script Writing
Experience: 12 years industrial experience as Reporter and Sub Editor. 8 years experience in teaching.
Faculty Profile

Science Communication, Visual Journalism - Adjunct Guest Faculty

K.P. Madhu
Former Faculty
Science Media Centre
IISER, Pune

K. Pradeep
M.A. (English)
Writer, Sr. Journalist (Retd. from The Hindu)

G.K. Sureshbabu
Executive Editor, Janam TV
M.B.A. (HRM), M.Com. (Finance)

Advertising, Digital Marketing, PR

Dr. N.V. Sreedharan
Professor, Research Guide
Ph.D. in Marketing (Advertising), M.B.A. (Finance), M.A. (English Language and Literature)
Areas of Interest: Media Organisation, Brand Management, Advertising, Copywriting, Media Studies
Experience: 19 years academic experience, including 12 years in research.
(Also serving in Department of Commerce and Management)

Rashmi J. Menon
Assistant Professor
M.B.A. (HR & Marketing)
Areas of Interest: HR, Marketing, PR
Experience: 3 years in teaching, 5 years industry experience
(Also serving in Department of Commerce and Management)

Advertising, Digital Marketing, PR - Adjunct Guest Faculty

P. Ravindranath
Principal Consultant & Kerala Head, RK SWAMY BBDO (P) LTD., Chairman, Indo-American Chamber of Commerce, Kerala Branch, Former President, KMA
M.Sc., MBA, PGDMM, CMC, CCD, FIMA, FIOD, AMT (AIMA), Ph.D.(Thesis Submitted)
M.A. Krishnakumar
Assistant Professor
M.F.A. (Visual Media), M.B.A.
Areas of Interest: Video Production, Photography, Direction
Experience: 12 years in teaching and video production.

T. Varun Prabha
Assistant Professor (Member, Board of Studies in Communication)
M.F.A. (Visual Media), UGC-NET
Areas of Interest: Video Production, Photography, Direction
Experience: 11 years in teaching and video production.

P. R. Aravind
Developer (Visual Media)
M.F.A. (Visual Media)
Areas of Interest: 2D Animation, Photography, Videography
Experience: 5 years industry experience in 2D animation and E-Learning.

Raghunath Paleri
M.A (English)
Director and Script Writer
(Member, Board of Studies in Visual Media and Fine Arts)

Arun Rama Varma
B. Sc. Electronics, Diploma in Audiography (FTII, Pune)
Sound Designer, Sound Editor
Experience: Over 18 years of work experience as Sound Engineer in Hindi, Malayalam, Tamil film projects and Ad Films.

K.R. Muralikrishnan
Asst. Manager (Graphics)
MBA (Information Systems), Diploma in Digital Multimedia
Areas of Interest: Graphic Designing, Video Editing
Experience: 22 years industry experience.

R. Sanju
Assistant Professor
M.F.A. (Visual Media), Advanced Diploma in Multimedia
Areas of Interest: Videography, Audiography, Video Editing
Experience: 15 years academic experience, including 6 years in research and one year in industry.
Graph Theory, Queing Theory, Stochastic Modelling

Dr. M.R. Chithra
Assistant Professor (Sr. Gr.), Research Guide (Member, Board of Studies in Mathematics)
Ph.D., M. Sc. (Mathematics)
Areas of Interest: Graph Theory, Discrete Mathematics
Experience: 10 years experience in research and teaching. Papers Published in International Journals.

Dr. Dhanya Shajin
Assistant Professor, Research Guide
Ph.D., M.Phil., M.Sc. (Mathematics)
Areas of Interest: Stochastic Modelling, Queing Theory
Experience: 8 years experience in research and teaching (including Post-doctoral).
Publications in International Journals.

Discrete Mathematics, Operations Research

Dr. Maya L. Pai
Asst. Professor (Sr. Gr.), Research Guide (Member, Board of Studies in Mathematics & Computer Science and IT)
Ph.D, M. Sc. (Applied Mathematics), B. Ed., M.Phil., SET
Areas of Interest: Discrete Mathematics, Numerical Methods, Operations Research
Experience: 35 years academic experience; 9 years in research. Published papers in national and international journals.

Ambili S. Nair
Assistant Professor
M. Sc. (Mathematics), B. Ed., M.Phil.
Areas of Interest: Operations Research, Supply Chain Management
Experience: 23 years experience in teaching and 7 years in research.
**Fluid Mechanics**

**R. Parameswaran**
Assistant Professor  
M.Sc. (Mathematics), M.Phil.  
Areas of Interest: Differential Equations, Fluid Mechanics  
Experience: 9 years experience in teaching and research.

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**Numerical Methods**

**Supriya Rajendran**
Assistant Professor  
M.Sc. (Mathematics), B.Ed., M.Phil.  
Areas of Interest: Numerical Methods, OR, Application of Mathematics in Special Education  
Experience: 21 years experience in teaching.

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**Statistics and Scientific Computing**

**Anjaly Anand**
Assistant Professor  
M.Sc. (Tech.) in Mathematics and Scientific Computing  
Areas of Interest: Numerical Methods, Operations Research, Statistics  
Experience: 5 years experience in research and teaching. Papers published in International Journal.
**Literary Theory, Cultural Studies**

**Dr. K. Balakrishnan**

Professor, Research Guide (Chairman, Board of Studies in English Language and Literature)
Ph.D., M.Phil, M.A. Politics, M.A. Linguistics, Diploma in Translation

**Areas of Interest:** Literary Theory, Cultural Studies

**Experience:** 36 years academic experience, including research.

**Comparative Literature, Travel Writing**

**Dr. K. Sreenath Muraleedharan**

Assistant Professor, Research Guide
Ph.D., M.A., B. Ed., M. Phil.

**Areas of Interest:** Comparative Literature, Travel Writing

**Experience:** 11 years experience in teaching and 8 years in research. Published papers in national and international journals.

**Dr. Meera B.**

Asst. Professor and Research Guide
Ph.D.(English), M.Phil., MA

**Areas of Interest:** Travel Writing, Postcolonial Studies, Gender Studies

**Experience:** 10 years experience in teaching and research. Published papers in national and international journals.

**K. Varsha**

Assistant Professor
M.Phil., M.A., UGC-NET

**Areas of Interest:** Comparative Literature

**Experience:** 9 years experience in teaching and research.
Dr. Sreelakshmi N.
Asst. Professor and Research Guide
Ph.D. (English), M.Phil., MA
Areas of Interest: Women’s studies, Postcolonial Studies, Diaspora Studies, Film Studies
Experience: 6 years experience in teaching and research. Presented papers in national and international conferences and published papers in referred journals.

K. Devi
Assistant Professor
M. Phil., M. A. (English), B. Ed.
Areas of Interest: Women’s studies, Translation
Experience: 11 years teaching experience including 8 years research experience.

Dr. C.S. Jayaraman
Professor (Member, Board of Studies in English Language and Literature)
(Chairman, Board of Studies in Visual Communication and Fine Arts)
M. A. in English Language and Literature, Ph.D. (Hon.)
Areas of Interest: English Language and Literature, Visual Arts and Film Studies
Experience: Retired Professor. 44 years of academic experience, including teaching History of visual arts - Indian and Western, Theory of composition, screenplay Writing and Paintings. Presented papers in international conferences. Published books. (Also Serving in Department of Visual Media and Communication)

Dr. K. Sreena
Assistant Professor (Sr. Gr.), Research Guide
Ph.D., M.A. (English), M. Phil.
Areas of Interest: Literary theory, Film Studies, Technical Communication
Experience: 12 years academic experience, including 8 years in research. Presented papers in national and international conferences and published papers in referred national journals.
(Also serving Department of Visual Media and Communication)

Dr. P.P. Vijayalakshmi
Professor and Research Supervisor (Member, Board of Studies in English Language and Literature)
Ph. D., M. A., PGCTE (CIFL, Hyderabad)
Areas of Interest: Communicative English, Fine Arts and Media
Experience: 44 years of teaching in Collegiate Education Service, including 16 years in research.
(Also Serving in Department of Visual Media and Communication)

Prof. P.A. Appukkutan
Hon. Professor
M. A. (English)
Areas of Interest: Poetry, Writing, Public Speaking, Social Activities
Experience: 55 years of experience in teaching including 30 years in Collegiate Education Department.
Expert in Spiritual Literature, Linguistics and Poetry.
Post Colonial Literature, Diaspora Writing, Popular Culture

Dr. Meenu B.
Assistant Professor and Research Guide
Ph.D. (English), M.Phil., MA
Areas of Interest: Cultural Studies, Monster Studies, Early Indian Novels, Postcolonial Studies
Experience: 10 years experience in teaching and research. Presented papers in national and international conferences and published papers in referred journals.

B. Sonia Chellerian
Assistant Professor
M.A. (English Language and Literature), M.Phil., M.H.A., PG Diploma in Environmental Journalism
Areas of Interest: Drama, Educational Media
Experience: 15 years experience in teaching. Presented papers in international conferences.

Kavya Purushothaman
Assistant Professor
M.A., B.Ed., M.Phil.
Areas of Interest: Indian Writing in English, English Literature of the 20th Century
Experience: 11 years teaching experience.

Geetha R. Pai
Assistant Professor
M.A., B.Ed., M.Phil.
Areas of Interest: Indian Writing, Science Fiction, Deep Ecology
Experience: 18 years experience in teaching.

Culture Studies, Regional Languages

M. Ramachandran
Faculty Associate
M.A. (Malayalam), M.A. (Political Science), Diploma in Journalism & Travel and Tourism.
Areas of Interest: Malayalam Literature and Journalism
Experience: 25 years experience in teaching. Popularly known as 'Chandran Perumudiyur'. Published books and more than 100 Articles in Malayalam Periodicals. Received Awards from Kerala Sahitya Academy and Guruvayur Devaswom.

O. S. Sreedevi
Faculty Associate (Sanskrit)
M.A., B.Ed.
Areas of Interest: Drama, Communicative Sanskrit
Experience: 22 years teaching experience.

Vedapriya S.
Faculty Associate (Hindi)
M.A., B.Ed., M.Phil.
Areas of Interest: Drama and Novels
Experience: 6 years experience in teaching.
Prof. N.N. Menon

Centre Manager - Learning & Development (Faculty for Soft Skills)
M.A. (English), D.B.M., Diploma in Marketing
Experience: 9 years teaching experience and 35 years industrial experience.

S. Mahesh

Senior Manager (Corporate Relations) (Placement Head)
MBA (HR)
Experience: 16 years experience.

A. Sarvamangala

Faculty - Learning & Development (Verbal & Communication)
M.A. (English Literature), B. Ed. (English and Home Science)
Experience: 18 years experience in teaching and 12 years in industry.

Harsha S. Vijayakumar

Faculty - Learning & Development (Aptitude)
B.Tech. (ECE)
Experience: 4 years experience in teaching.

P.R. Kannan

Administrative Executive
M.S.W.
Experience: 13 Years in administration.

Akhil V.V.

Administrative Executive
M.B.A. (Information Systems), M.Sc. (Computer Science)
Experience: 5 Years in administration.
Annual Extramural Expert Lectures, Workshops and Conferences

The annual extramural series 'Vidyamritam' has become popular with its holistic approach for knowledge dissemination through Invited Lectures, Workshops and Conferences. SIXTEEN years of Vidyamritam series have so far facilitated about 10000 lectures by experts. During the annual series 2017-'18 more than 75 expert sessions, Amrita Film Festivals, many National Conferences and Workshops were organised in Cloud Computing, ERP and Business Integration, Cyber Security, Finance and Stock Exchange, FDI, Entrepreneurship, e-Governance, Bioinformatics, Soft Computing and Mathematical Tools, Strategy for Advertising and Branding, Advertising, Supply Chain Management, Visual Media and Arts, Video Production, Photo Journalism, Wild Life Photography, Script Writing, Film and Documentary, Motion Graphics, New Media and Web Content Writing, Women in Public Domain, English Language and Culture Studies. We have a rich repository of video archives of all the Vidyamritam sessions for effective future reference learning.
Distinguished Visitors

- Experts who shared their knowledge

Department of Computer Science and I.T.
Department of Visual Media & Communication

Sri. Deependra Dev, Technology Manager
Walt Disney Studios, USA

Sri. Venu Ramaney, Press Secretary to the President of India

Sri. Josekuttty Panackal, Chief Photopournalist
Malayala Manorama

Sri. K.U. Krishnakumar, Principal, Sunwayresherwani Institute of Mural Painting

Sri. Subarisan R. Nair, Bird Photographer (Consulting Doctor, Emergency Medicine)

Prof. I. Shanmughadias, Film Critic and Professor of English (Retd.)

Sri. Srihkar Prasad, Veteran Film Editor

Sri. Ram Mohan, CEO, Edyounet TeleClassrooms

Sri. Varun Ramach, Chief Sub-Editor, Asianet News Web

Sri. Mohanan, Freelance Photographer

Sri. Joseph Lazer, Freelance Photographer

Sri. Appunni Nair, AD Film Maker

Sri. Marish Narayanan, Associate Editor, SouthLive.com

Sri. Shelton Pinker, Executive Creative Director, Stark Communications

Sri. K.J. Martin Lowel, Aust. Conservator of Forests

Sri. Sheel H. Valentine, Ecologist, Periyar Tiger Reserve Conservation Foundation

Sri. K. K. Madhu, Former Faculty in Charge, Science Media Centre, IISER, Pune

Sri. Farooq Babu, Kerala Press Academy, Former Chief Photographer, Malayala Manorama

T. K. Pandharan, Artistic Secretary, Kerala Kalapeetom

Sri. Deependra Dev, Media Manager
Amrita E-Learning Research Labs

Sri. G. G. Surendrababu, Executive Editor, Amritha TV

Sri. Girish Chaitakkudi, Wedding Photographer

Smt. U.S. Rakhi, Photo Journalist

Sri. Devdas, Freelance Photographer

Sri. Sreekumar Mathangi, Chief Programme Executive, AIR FM Kochi

Sri. Bobby Baby, Sr. E-learning Consultant

Dr. C.S. Venkiteshwaran, Film Critic

Sri. Kalesh, Actor and Theatre Artist

Sri. Chandaramohan, Professor & Dramatics Professional

Sri. Prakash Moorthy, Animation Film Maker

Sri. James Paul, Valappil, Director, Valappila Communications

Sri. J. Gopinath, Sr. Journalist, The Pioneer, New Delhi

Sri. Madhav Ramdas, Screenwriter and Film Director

Sri. G. P. Nair, Technical Head, Amritha TV

Sri. Shaheen Bishar Ahmed, Nat. Wildlife Photographer

Dr. K.C. Krishnakumar, Chief Sub Editor, Balabhummi

Sri. Sreekumar Mathangi, Chief Programme Executive, AIR FM Kochi

Dr. P.K. Sreekumar, Asst. Professor, Dept. of English
Govt. College, Tripunithura

Sri. N. Prasadharakumar, Professor, Dept. of English
Sree Sankaracharya University of Sanskrit

Prof. Muraleedharan Thanaya, Principal, Christ University, College of Media and Performing Arts, Thissur

Dr. B. Narayanan, Professor, Institute of English
University of Kerala

Ms. Sunkara Khaira, Head, Dept. of English, Sree Sankara Vidyapeetham

Department of English & Languages

Captain Radhika Manion, India’s First Woman Merchant Navy Captain

Dr. Dr. N. Prasadharakumar, Asst. Professor, Dept. of English
Sree Sankaracharya University of Sanskrit

Prof. Mukeshwaruth Thanaya, Principal, Christ University, College of Media and Performing Arts, Thissur

Dr. B. Narayanan, Professor, Institute of English
University of Kerala

Ms. Sunkara Khaira, Head, Dept. of English, Sree Sankara Vidyapeetham

Captain Radhika Manion, India’s First Woman Merchant Navy Captain

Dr. P.K. Sreekumar, Asst. Professor, Dept. of English
Govt. College, Tripunithura

Sri. Varun Ramach, Chief Sub-Editor, Asianet News Web

Sri. Mohanan, Freelance Photographer

Sri. Joseph Lazer, Freelance Photographer

Sri. Appunni Nair, AD Film Maker

Sri. Marish Narayanan, Associate Editor, SouthLive.com

Sri. Shelton Pinker, Executive Creative Director, Stark Communications

Sri. K.J. Martin Lowel, Aust. Conservator of Forests

Sri. Sheel H. Valentine, Ecologist, Periyar Tiger Reserve Conservation Foundation

Sri. K. K. Madhu, Former Faculty in Charge, Science Media Centre, IISER, Pune

Sri. Farooq Babu, Kerala Press Academy, Former Chief Photographer, Malayala Manorama

T. K. Pandharan, Artistic Secretary, Kerala Kalapeetom

Sri. Deependra Dev, Media Manager
Amrita E-Learning Research Labs

Sri. G. G. Surendrababu, Executive Editor, Amritha TV

Sri. Girish Chaitakkudi, Wedding Photographer

Smt. U.S. Rakhi, Photo Journalist

Sri. Devdas, Freelance Photographer

Sri. Sreekumar Mathangi, Chief Programme Executive, AIR FM Kochi

Sri. Bobby Baby, Sr. E-learning Consultant

Dr. C.S. Venkiteshwaran, Film Critic

Sri. Kalesh, Actor and Theatre Artist

Sri. Chandaramohan, Professor & Dramatics Professional

Sri. Prakash Moorthy, Animation Film Maker

Sri. James Paul, Valappil, Director, Valappila Communications

Sri. J. Gopinath, Sr. Journalist, The Pioneer, New Delhi

Sri. Madhav Ramdas, Screenwriter and Film Director

Sri. G. P. Nair, Technical Head, Amritha TV

Sri. Shaheen Bishar Ahmed, Nat. Wildlife Photographer

Dr. K.C. Krishnakumar, Chief Sub Editor, Balabhummi

Department of English & Languages

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Dr. P.K. Sreekumar, Asst. Professor, Dept. of English
Govt. College, Tripunithura

Sri. N. Prasadharakumar, Professor, Dept. of English
Sree Sankaracharya University of Sanskrit

Prof. Mukeshwaruth Thanaya, Principal, Christ University, College of Media and Performing Arts, Thissur

Dr. B. Narayanan, Professor, Institute of English
University of Kerala

Ms. Sunkara Khaira, Head, Dept. of English, Sree Sankara Vidyapeetham
Ashram Hostel

Accommodation is provided in the Ashram Hostel for girls only after screening selection. Hostel is directly managed by the ashram under the supervision of staff. Food is strictly vegetarian. Since the School is located close to our Healthcare Campus, our super specialty hospital AIMS is accessible to the campus community for tertiary healthcare needs.

Ashram Hostel residents will have to strictly and compulsorily adhere to the separate norms, discipline, routine and strictures of the hostel, befitting the ashram and temple environment.

For the ethical orientation and for improving the will power, concentration and positive energy absolutely essential for the strenuous academic pursuit, the hostel daily routine has compulsory Sadhana in the morning and evening, which includes Satsang, Japa, Meditation, Yoga, Group chanting of Amma’s Ashtothara Archana, Sri Lalitha Sahasranama, Bhagavat Geetha and Bhajans. Hostel routines call for extreme self-discipline. Ashram routine is compulsory for all hostel inmates.
Life of Decorum and Security

Mobile phones are allowed in the hostel during the stipulated timings in the evenings after registering the device under the separate defined rules. Inmates are given enough extra time access to the computer labs and library including internet facilities in the evenings.

Reasonable number of STD/ISD and official mobile phone facilities and a strong internal telephone network is provided for the communication of parents and students. Any misuse of these facilities will be closely monitored and stringent action followed up.

Special exclusive mentoring sessions are conducted for hostel residents in yoga, discourses on values, life skills for confidence building.

Coaching facilities are available for those students interested in learning dance, instruments like Violin, Harmonium, Guitar, Tabla and Keyboard and vocal music.

Students are encouraged to do selfless service for organic farming, environmental activities and community outreach programme.

The objective of the Spiritual routine is to inculcate in the young minds, the Divine faith, spirit of selflessness, national spirit, self awareness and mental strength to face the challenges from situations which may arise in their future profession and social life. Those violating the ashram hostel rules will not be allowed to continue their resident academic programme.
The Mata Amritanandamayi Math (MAM) is a registered Public Charitable Trust dedicated to serving humanity without distinction of nationality, caste, race or religion. The Math has its International Headquarters at Amritapuri, Kollam, Kerala, India with a global presence. The Economic and Social Council (ECOSOC) of the United Nations has awarded the Math with Special Consultative Status. The Math is among 30 Indian NGOs to receive formal UN affiliation in India.

HUMANITARIAN ACTIVITIES

- Amrita SeRVe: adoption of 101 villages
- Project to combat Farmer Suicide
- VidyaMritam - Scholarship to 100,000 children of farmers living below poverty line
- Amrita SREE - Self Reliance Education and Employment
- Hurricanes Katrina and Rita in USA(2005) • Flood in Mumbai (2005)
- Gujarat Earthquake
- Tsunami Relief Projects - More than 200 crores have been spent
  • Constructed more than 4500 houses in India and Sri Lanka
  • First NGO in India to complete Tsunami-relief house
- Amrita Kuteeram - Free Housing Scheme
- Amrita Nidhi - Monthly pension scheme for destitute women
- Amrita Niketan - care home for more than five hundred children
- Anbu Illam - Care home for senior citizens
- Mass Wedding Ceremony for the poor
- AYUDH - Amrita Yva Dharma Dhara
- Green Friends
- Mother’s Kitchen - running in 39 cities in USA, providing over 40,000 meals for the homeless each year
- Anna Danam - feeding 2 million poor and underprivileged people every year
- Amrita Aranya Jeevanam - educational facilities and healthcare for tribals
- Amrita Bharatam Campaign (ABC) - humanitarian oriented project on environment

98  —— AMRITA SCHOOL OF ARTS & SCIENCES, KOCHI
EDUCATIONAL

- Amrita Vishwa Vidyapeetham - multi-campus University with 15 constituent schools
- Amrita Vidyalayam Schools - more than 50 schools across the country
- MAM Industrial Training Centre
- Amrita Institute for Differently-Abled - School and therapy centre for mentally challenged
- Amrita Shilpa Kalakshetra - Artisan development in woodcarving and handicrafts
- Vocational Training - Job training programme sponsored by Govt. of India
- Amrita Speech and Hearing improvement School (ASHIS) for Children
- Amrita Civil Service Academy

HEALTHCARE

- Amrita Institute of Medical Sciences (AIMS), Kochi - 1300-bed super specialty hospital
- Amrita Kripa Charitable Hospitals - Amritapuri, Kalpetta
- Amrita Kripa Sagar - care for terminal cancer patients
- Amrita Ayurveda Clinic - Kollam, Kerala
- Amrita AIDS Care Centre - Thiruvananthapuram, Kerala
- Free medical camps - conducted at ashram centres throughout India

SPIRITUAL

- Ashram Headquarters at Amritapuri, Kollam with 23 centres in India
- MAM Centres in 27 Countries
- Matruvani - monthly magazine published in 8 Indian and 7 foreign languages
- Brahmasthanam Temples - 20 temples throughout India and Mauritius
PRAYER

Aum sree gurubyo namaha
Hari hi aum

Aum saha navavatu saha nau bhunaktu, Saha veeryam kara vahahai
Thejasvi nava dheethamastu, Maa vidvisha vahai
Aum santi santi santi hi

O Lord, protect us as one, nourish us, Lord, as one. Let us flourish in Thy strength as one.
Let our knowledge be changed to Light and ignorance and hate to Pure Love.
Aum peace peace peace...

Aum asatoma sadgamaya, Thamasoma jyothir gamaya
Mrityorma amritham gamaya, Aum santi santi santi hi

Lead us from untruth to truth; From darkness to Light; From death to Immortality.

Aum lokaha samasthaha sukhino bhavanthu
Lokaha samasthaha sukhino bhavanthu
Lokaha samasthaha sukhino bhavanthu
Aum santi santi santi hi

Let Peace and Prosperity come to all the beings in the world.

Aum sarvesham swasthir bhavathu, Sarvesham santhir bhavathu
Sarvesham poomam bhavathu, Sarvesham mangalam bhavathu
Aum santi santi santi hi

May perfection prevails on all; May peace prevails on all;
May contentment prevails on all; May auspiciousness prevails on all.

Aum poomamada poomamidam, Poomath poomam udachyate
Poomasya poomam aadayat, Poomam eva avasishyate
Aum santi santi santi hi

That is whole, this is whole; From the whole, the whole arises; Taking away the whole from the whole,
the whole remains.....

The flame from a single lamp can lit many; yet all the flames are alike. Likewise,
all the beings in this world are manifestations of the same God.
O Lord give me the strength to see the divinity in others and serve them.

Aum sree gurubyo namaha
Hari hi aum
Ranked 8th BEST UNIVERSITY in India

World Recognized RESEARCH & INNOVATIONS

- 20 Centres of Excellence
- 180+ Awards and Recognitions
- 230+ Core Research Grant
- 76+ Patents and Inventions
- 6455+ Publications
- 15410+ Citations

A Grade by NAAC

- 6 Campuses
- 15 Constituent Schools
- 207 Programs Offered
- 20250 Students
- 270+ Top-Notch Recruiters
- 90+ Industry Collaborations
- 150+ Partnership with International Universities