



# MANIPAL INSTITUTE OF COMMUNICATION

MANIPAL

(A constituent unit of MAHE, Manipal)



Premiere Institute for Mass Communication in India

## NEWS LETTER

Jan - June 2019 Volume : 02



In the current scenario, the Media and Entertainment industry in India is worth over 2000 billion rupees. While traditional media, new media, digital and non-digital media have established their stronghold, the Indian audience is shown to love newspapers as much as daily shows on online streaming services. In this regard, abundant opportunities wait to be explored in specialized areas of interpersonal and business communications, video and audio content production, branding and advertising, product and graphic designing, Animation, VFX, film making, photography, blogging, digital marketing, news reporting, script writing, editing, develop-

ment communications, investigative and data journalism, social communications among other journalism, media, and communications fields. For anyone thinking of a career in media, this is truly the best time to be part of the media industry.

Manipal Institute School of Communication (MIC) was established in 1997. This year the India Today Survey 2018 lists the School of Communication (SOC) among the top 5 media institutions in the country. It has achieved 100% placement of graduates passing out every year.

Keeping up with the changing trends and needs in the media industry, from 2015, the course - B.A Journalism and Communication has been renamed as B.A Media and Communication.

Ranked among the top 5 media institutions in the country

Jan - Jun 2019. vol: 02

## Director's Message



### **Dr. Padma Rani**

Director Manipal Institute of Communication

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Good wishes for 2019!

This Newsletter, which we reckon is a cherished pathway of keeping in touch with all those have been an integral part of our journey.

The vision of Manipal Institute of Communication is to be the best media and communication institution globally, whereupon one may recall the words of A.P.J. Abdul Kalam, "Excellence is a continuous process and not an accident." Thereof Manipal Institute of Communication has consistently being ranked among the top five communication colleges in the country.

In order to keep our stakeholders informed of our activities, the newsletter is a small venture in that direction. We have covered the academic & non-academic activities of faculty, staff and students of Manipal Institute of Communication from January to June 2019. We hope you welcome this effort of ours.

We have bid goodbye to a batch of students who have completed their course at MIC and are eagerly awaiting the arrival of the fresh batch of students with the monsoon. Heedless to add, the students and the ambience of the monsoon season add to the vibrancy of the environment in Manipal.

Wishing good luck and a bright prosperous future to our students.

It goes without saying that you are invited to convey your views regarding the newsletter:

[soc.newsletter.hub@gmail.com](mailto:soc.newsletter.hub@gmail.com)

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## Echelon of Support'



**Dr. Ramdas M Pai**  
Chancellor

**Mrs. Vasanti R. Pai**  
Chairperson-Hostel Management  
Committee MAHE, Manipal

**Dr. Ranjan R Pai**  
President & CEO-MEMG

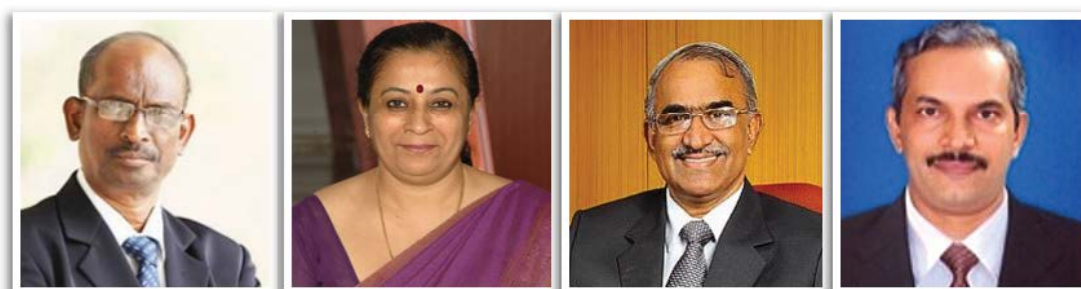
## Administrators of MAHE



**Dr. Ramdas M Pai**  
Chancellor

**Dr H S Ballal**  
Pro Chancellor

**Dr H Vinod Bhat**  
Vice Chancellor



**Dr. PLNG Rao**  
Pro Vice Chancellor

**Dr Poornima Baliga**  
Pro Vice Chancellor

**Dr Surendra V Shetty**  
Pro Vice Chancellor

**Dr Narayana Sabhahit**  
Registrar



**Dr. Padma Rani**  
Director  
Manipal Institute of Communication

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**Dr. Shubha H S**  
Associate Professor & HOD Media Studies  
Manipal Institute of Communication

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**Mr. A C Balaji**  
Assistant Professor - Selection Grade & HOD - Animation  
Manipal Institute of Communication

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**Dr. K Padmakumar**  
Associate Professor & HOD - Corporate Communication,  
Manipal Institute of Communication

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## Highlights of MIC

### Sports Day 2019 – School of Communication

The annual sports meet in SOC was held on 29th Jan 2019 in the MIT Athletic Ground. The Chief Guest Capt. M. C. Belliappa, Director-Projects, MAHE, inaugurated the event. Meanwhile, Mr. Manoj Katoor, Sports Advisor – SOC and Mr. Narayana Prabhu, Sports Coordinator – MIT MAHE, conducted the event which saw the enthusiastic participation of students and faculty in various sporting activities. Supported by a large turnout and a competitive spirit, the meet was a success by all measures.



Considering a review of the sports activities and events undertaken for the academic year 2018-2019, it was decided that the inter-batch sports events be split over two weeks, one in each semester. The first meet took place in the third week of September 2018 and included badminton, table tennis, volleyball, and basketball. Inter-batch football, cricket, and women's throw ball were held in January 2019. The events concluded at the annual college sports meet, Caeruleum 2019, where batches competed in track and field before the season came to a close. Based on their performances in the sports weeks, the college's athletes participated in the inter-MAHE events and fared reasonably well in both team and individual competitions.

The honour list for the college sports day for the year 2018-2019 is as follows:

**Best athlete (men):** Mr. Manthan Palan (1st yr BAMC)

**Best athlete (women):** Ms. Shreshta Shetty (3rd yr BAMC)

**Overall Champions:** The batch of BAMC first year (120 points)

The best outgoing sportspersons from the final year BAMC, MAMC, and B.Sc Animation batches are as follows:

**Best outgoing sportsman:** Mr. Arjun Shriyan (3rd BAMC)

**Best outgoing sportswoman:** Ms. Shreshta Shetty (3rd BAMC)

Special mention and a word of appreciation goes to Mr. Robin Xavier for his contribution towards sporting activities. It would be a miss to not mention Mr. Ramesh Nayak who is the inter-MAHE 2018-2019 staff tennis tournament champion.

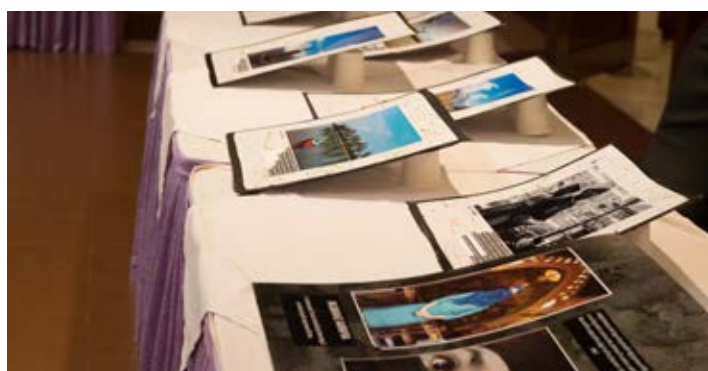


## Collaborative Gandhi-Tagore Conference hosted by SOC on 22<sup>nd</sup> and 23<sup>rd</sup> February 2019

A Collaborative International Conference on Gandhi & Tagore was jointly organised by MAHE and Edinburgh Napier University. The event which took place on 22<sup>nd</sup> and 23<sup>rd</sup> February 2019 was centered on the theme: 'Samaj and Freedom(s) - The relevance of Gandhi and Tagore's Ideas Today'. Dr. H Vinod Bhat - Vice Chancellor- MAHE inaugurated the conference alongside the presence of Dr. Bashabi Fraser from Edinburgh Napier University, Dr. Padma Rani - Director School of Communication, Prof. Varadesh Hiregange - Director Centre for Philosophical Arts & Sciences - MAHE, and Ms. Anupa Lewis co-ordinator Tagore Centre - MAHE.



Dr. Talat Ahmed, University of Edinburgh - School of History, Classics and Archaeology - United Kingdom, was one of the eminent key-note speakers for the occasion. She presented her opening address on the topic: "A Samaj and Swaraj for the twenty-first century." Furthermore, papers on the following sub-themes were explored in the conference by several international speakers: liberty and liberation in samaj; freedom(s) as basic human rights; creativity: the place of art and culture in samaj (society); Inter-cultural dialogue and transnationalism; the idea of samaj/society; environment and sustainability; education: holistic, creative and interdisciplinary; rural reconstruction; urban regeneration; the position of 'truth' today.



The collaborative conference also witnessed the screening and discussion of the film 'Pleasures Pride Prejudice – An Indian way of Filmmaking' by Mr. Piyush Roy.



## Animation Fest – Artifex – 2019

Day-1 of Artifex was inaugurated by Chief Guest, Dr. PLNG Rao, Pro-Vice Chancellor, Quality Assurance, MAHE, while the honorary guest was Mr. Malthesh, Art Dept. Manager at Rockstar Games. Dr. Padma Rani, Director-SOC, Mr. Balaji A C, HOD-Animation, and Mr. Anjaneya Prasad, the faculty coordinator of Artifex, ushered the event into full-blown action.



While Artifex welcomed the presence of dignitaries from various spheres who addressed about 300-350 students from schools around Manipal, the events scheduled for the day commenced after the interaction, which included a spree of workshops: workshop on 'Digital Art' by Mr. Praseed Nair, an 'Animation Film Appreciation Workshop' by Anubhav Joshi, 2nd Year animation student, a 'Stereoscopy- see it in 3D workshop' by Mr. Balaji A C.

Post the austerities of the event, the students indulged in a fun session of getting tattoos imprinted and faces painted. The day concluded with a movie session in the auditorium coupled with a photo session.

Day-2 of Artifex was focused on workshops in 'Visual Effects' and 'Look Development'. The workshop on Visual Effects was conducted by Mr. R C Kamalakannan, who has worked as a Visual Effects artist for more than 10 years, currently working as a Visual Effects

Spider-Man, Avengers and The Simpsons. He delved deep into the details of 3D animation and gave the animation students an insight of the industry.



### Article- 19 in SOC: 7<sup>th</sup> – 9<sup>th</sup> Feb

Supervisor. The session augmented value interaction and discussion on how the Visual Effects industry works and covered as to what might be expected from an artist in the industry.

The second workshop, which was on 'Look Development', was piloted by Mr. Ankur Rastogi, an alumni of School of Communication. He has been in the industry for about 7 years, having worked on 30 odd projects, with some major achievements being

A-19 the three-day annual media fest of School of Communication (SOC), MAHE, kick started with gusto on the 7<sup>th</sup> of Feb 2019, and continued for three consecutive days. The event was organized in SOC's precincts with interactive lecture sessions delivered by five renowned personalities from diverse media backgrounds.

Day one began with the inaugural ceremony where Dr. Narayana Sabhahit, Registrar of MAHE, spoke on the need for conscientious journalism. This was followed by a talk from the first invitee Mr. Anand Ranganathan, a scientist, columnist and Associate Professor of JNU, Delhi. He chiefly spoke from his experiential framework as a Consulting Editor and columnist for Swarajya, as also from the backdrop of his previous associations with Newslaundry, DNA, and The Newsmminute. His prime focus was on the idea of freedom, the situation of bias in media, and the political scenar-

io. The second speaker was author and Film Director Mr. Bobby Wahengbam from Manipur. His book *Matangi Manipur* is known to have won the National Award in 2018 given the category of 'Best Book in Cinema'. The filmmaker avidly discussed his career, lending insight on the crisis of political instability in Manipur. His film *Joseph ki Mache* was screened in the second session, which summed up his views.



The second day of the event featured two prominent speakers. The first was Telugu filmmaker and screenwriter Nag Ashwin Reddy, alumni of SOC. Nag Ashwin began his career as an Assistant Director for the film *Nenu Meeku Telusa*. He then worked as Assistant Director with Sekhar Kammula for the films *Leader* and *Life Is Beautiful*. He is known to have directed a Telugu-Tamil bilingual biopic *Mahanati* apart from the popular *Yevade Subramanyam*. Nag Ashwin fondly spoke about his days in SOC as also on how he ventured into the arena of films. The session was followed by a book launch of *Survive or Sink* by Naina Lal Kidwai. Soon after, Omar Mohammed, a historian, citizen journalist, and the creator



of the news blog *Mosul Eye* took over. "Freedom is everything", the auditorium echoed with the voice of Omar Mohammed. In

his view, 'The Mosul Eye' brings to light the several atrocities that the Islamic state indulged in when they invaded the Iraqi city of Mosul in 2014. "I still remember the night they took our freedom away from us. It was 3 am, and a group of terrorists, almost 300 in number took over the place; I was grading papers, and I still have them with me," – he recalled. Apparently, houses were destroyed, families displaced, and libraries—the walls of which held the power of truth, knowledge and wisdom— were reduced to rubble. This was his first address to an Indian audience. To commemorate his cause, students of Article-19 took up a 'Manipal to Mosul' initiative, in an effort to contribute and stand for the ethic of empowerment by pledging to donate books to Mosul's libraries as a part of Mosul Eye's international campaign. Finally, the second day of A-19 came to a halt with the Express Awards ceremony where students were awarded for various games and other competition entries.



The last day of A-19 had Archishman Pradhan, a prominent content developer, as the keynote speaker. In a country where gaming is broadly conceived as something of a devilish distraction, Archishman Pradhan has dared to go against this stereotype to redefine India's e-sports scenario. Through his successful stints at various national and international tournaments, Pradhan has

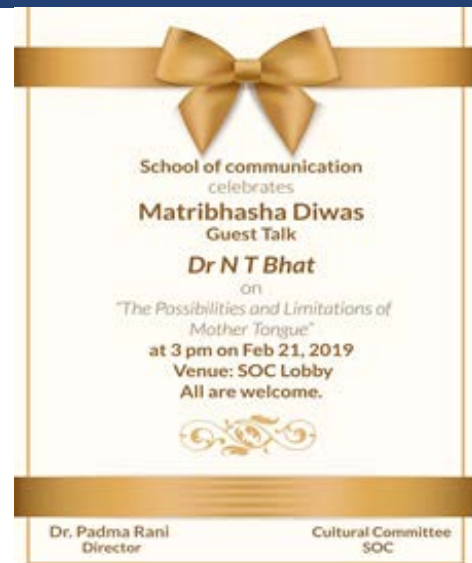


managed to initiate a path to a bright future ahead for budding gamers trying their luck in CS:GO and FIFA. He addressed the gathering on the scenario of e-sports in India. On this note, the 'Academy of Villians' themed fest concluded with an enthusiastic crowd grooving to music, dance and a selection of interactive games.

For the last 17 years, through various workshops, debates, discussions and screenings, A-19 has strived to live up to the tagline of the communication festival – 'Freedom - Your Right'. Bridging the gap between industry and academia, over the years, Article-19 has hosted the best minds in the media including P. Sainath, Stalin K, Prahlad Kakkar and Rahul Bose. Students of media from across the country compete for awards in various categories like film, advertising, journalism, documentary, radio, to name a few.



## Celebration of 'Matribhasha Diwas'



Matribhasha Diwas was held on 21<sup>st</sup> Feb in SOC commemorating the vast diversity of vernacular languages in India. Dr. N T Bhat who was the guest invitee of the event stated how India is not merely a country of many languages but is also known for its pervasive use of regional dialects. He suggested the example of the language Kannada which is spoken differently in various parts of the state. Dr. Bhat further expressed that we should collectively protect the native languages, some of which are on the verge of being rendered defunct due to non-usage. Not all these languages and dialects have a script (lipi) to adhere to, making it imperative that the oral tradition be revered and preserved. The event concluded with several students participating in creative expression, especially using their mother tongue.

## Namma Angadi – 8<sup>th</sup> – 10<sup>th</sup> March 2019

MIC in collaboration with 'The Concerned for Working Children' (CWC) held the 16th year of Namma Angadi. The event was a three-day exhibition cum sale of eco-friendly goods and items designed and produced by the artisans of Namma Bhoomi, held on the 8th, 9th and 10<sup>th</sup> of March 2019. It was inaugurated by Ms. Hephshiba Rani Korlapati, Deputy Commissioner and District Magistrate of Udupi. The focus of the occasion was to provide a platform and enhance the skills of local artisans from Kundapura. Adding to its sparkle, this year, Namma Angadi also organized a number of innovative workshops that received wide appreciation from the local populace. The workshop themes ranged from – carpentry to 'toy from trash', kaavi painting, pottery, seed painting,

and palm leaf origami. Children and adults alike participated in the creative initiatives with renewed enthusiasm.



## Blood Donation Drive – 15<sup>th</sup> March 2019



Blood Drive - 2019 was organized in Manipal Institute of Communication on 15<sup>th</sup> March 2019 in association with the Department of Immunohematology and Blood Transfusion, Kasturba Medical College. The event was inaugurated by Dr. Pragna Rao, Dean of Kasturba Medical College (KMC), Manipal. A team of 20 doctors and nurses from KMC conducted the procedure and helped in the supervision for the blood collection process on the day. Through this event, the students strived to create awareness of the need for blood donation and encouraged people from the society in and around, to come forward and donate blood. The Blood Drive saw a successful finish with 130 units of blood collected during the drive and a registration of 318 willing donors.

Accentuate your modern living with a splash of rustic charm this summer!

**Namma Angadi 2019**

March 8, 9 & 10  
9 AM - 8 PM  
School of Communication,  
Near Udayavani Building, Manipal

Title Sponsor  
**Rajalakshmi ENTERTAINMENTS**  
Revolution in Entertainment

Official Media Sponsor  
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The proceeds from the exhibition will go towards education of children housed at Namma Bhoomi



## MIC Annual Day – 2019



event began with an invocation followed by the welcome address. The Director Dr.Padma Rani presented the annual report for the academic year 2018-19, wherein she highlighted the achievements based on the four pillars of academic prowess - excellence in learning, research & Innovation, effective alumni engagement, expanding reach & internationalization. The chief guest in her address highlighted the importance of education and the values that one inculcates during college life.

The highlight of the program were the awards given to the students of the outgoing batch, for excelling in their academic records. These awards are annually sponsored by Malayalam Manorma, Deccan Herald and the Dr. M.V. Kamath bursary. Prize distribution was held for the current students both for academic and non-academic activities. Soon after there was a cultural performance by the students and faculty. The program ended with the vote-of-thanks followed by dinner. The event was attended by alumni, parents, staff and students of MIC and their families.



The annual day was celebrated on April 2019 at Chaitya Hall in Hotel Fortune Inn Valley View. The chief guest for the annual day was Pro-Vice Chancellor Health Sciences - Dr. Poornima Baliga. The

## 'Right to Vote' Campaign - reclaiming the symbol of Democracy



'You are the millennium voters, and you can make a difference, because you are the only mediators to bring about change,' said the Assistant Director of the Concerned for Working Children (CWC), a non-profit non-governmental organisation (NGO) based in Bangalore known for empowering children and youth. Mr. Shivanand Shetty, at the 'Right to Vote' campaign organized on 26<sup>th</sup> March 2019 discussed the need for creating voting awareness amongst new age voters.

The campaign was flagged off in the college auditorium by the Coordinator of CWC Ms. Kripa Bhat, Assistant Director of the CWC Mr. Shivanand Shetty, and the Director of Manipal Institute of Communication, MAHE, Dr Padma Rani. The event was organized in collaboration with the CWC and the Grama Panchayath Hakkot-taya Andolana.

The highlight of the 'Right to Vote' Campaign was the open-discussion initiated by the invited guests on questions of democracy, voting rights and nationhood. The campaign concluded with a pledge taken jointly by all the students and delegates of the event, which carried the message: 'Me and my vote are not for sale, and I will always strive to ensure that my vote is not reduced to a 'commodity' that can be traded.'

## Faculty & Staff Column

### Farewell Ceremony upon Superannuation 31st Jan 2019

On the occasion of Mr. Ganapathi Nayak, HR-SOC, superannuating from services on January 31, 2019, a farewell ceremony was hosted by SOC as a tribute to his committed service and support in lieu of his extensive tenure in MAHE.



## Interactive Workshop on 'Research Writing' by Prof. B P Sanjay

Prof. B P Sanjay, a prolific senior research guide in academia, conducted a workshop for faculty in MIC on the aspect of 'Writing a Research Paper' between 1st to 5th June 2019. He robustly addressed various topical areas such as the structure of a research paper, the artistry of employing qualitative and quantitative methodology, the use of technology and approaches to technicalities in writing, and also responded to queries on other general issues such as how one may target good research-worthy publications.



## Faculty Achievements: Research, Grants, Fellowships, Projects



- Mr. K Padmakumar was awarded the PhD degree for his research on 'Perceived Effects of Development functions of Community Radio Stations in South India', 1<sup>st</sup> February, 2019.
- Two Research papers by Dr. Padmakumar have been accepted: the first being an IAMCR Conference, July 2019, Madrid; while the second is at the AMIC Conference, June 2019, Bangkok.
- Dr. Padmakumar has been bestowed with the ASSDEC Travel fellowship 2019 to attend the IAMCR Conference in Madrid, July, 2019.
- Dr. Shubha H S participated in the panel discussion on 'Europe Day' event conducted by Dept. of European Studies; she also participated in the workshop on Outcome Based Learning conducted by MAHE, and the workshop on Erasmus grants and mobility conducted by DOR.
- On receiving a grant from the Federal Republic of Germany, Dr. Shubha H S was invited by Technical Hochschule Nuremberg for two weeks as visiting faculty to conduct classes on 'Media in India' and 'Intercultural communication'.
- Primacy Industries Limited commissioned SOC students to conduct customer and marketing research for their fragrances brand Ekam. These projects were coordinated by Dr. Shubha H S, HOD – Media Studies.
- Mr. Shreeraj Gudi presented a paper and chaired a session at the 'Young Indian Scholar's Meet on Tibetan

Studies', at Dharamsala. This event was held between 22<sup>nd</sup> and 25<sup>th</sup> January 2019. He further authored and also co-authored two papers at the International conference on Gandhi and Tagore organized by MAHE and Edinburgh Napier University, Manipal (Feb 22 and 23). He also presented a paper in the national seminar on 'Freedom of Expression and Cyber Laws' held by Karnataka Law University, 13<sup>th</sup> June 2019. Mr. Gudi has also been involved in the production of 5 programs for pre-election discussion 'Janadesh 2019' for Doordarshan between 25<sup>th</sup> March to 29<sup>th</sup> March, 2019; while he was also active in the post-poll result analysis with NewsX and Doordarshan on 23<sup>rd</sup> May 2019 an 8 hour show.

## International Programs & Student Exchange – 2019

School of Communication (SOC) – established in 1997 – is a constituent unit of Manipal Academy of Higher Education (MAHE), India. As a premier communication and media establishment whose vision and purpose is embedded in a staunch code of conduct, the institute promulgates the ethic of value education combined with social sensitivity.



Abreast with the competitive arena of media convergence, SOC offers a comprehensive range of courses in Media & Communication at par with industry standards: B.A. Media & Communication, M.A. Media & Communication, MAF, B. Sc. Animation, and other short-term engagements. The institute's international-collaboration wing facilitates exchange programmes via tie-ups with leading Universities in Germany, Norway, France, Denmark, Netherlands, UK, USA & Australia.

Dr. Shubha H S as the coordinator of the International Programmes Committee:

- coordinated the UNSW team visit
- coordinated visits from partner universities such as the University of Groningen, Western Sydney University, and others
- mentored the incoming semester exchange students from Hogeschool Utrecht, Netherlands (2 students) and RMIT, Australia (1 student), while she coordinated the outgoing semester exchange students to Audencia, France (1 student, Hogeschool Utrecht (2 students), Netherlands and Metropolitan University Prague (2 students). In this connection, she secured the Erasmus Plus scholarship grants to both students at MUP.
- successfully developed a partnership with Technische Hochschule Nuremberg, broadening it to student exchange
- ushered the joint application with VUC for KA107 Erasmus Plus mobility grant which was successful

## Workshops conducted by Faculty

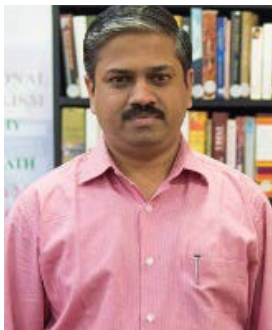
Shubha H S in the capacity of a resource person conducted a two day workshop for budding entrepreneurs of MAHE on public speaking at Ideas Cafe ; conducted two sessions each, during two workshops for 'Gender Champions' held by DSA MAHE; conducted a UGC sponsored workshop at Crossland College Brahmavar on Women and Media with Dr. Manjushree. Dr. Shubha was invited as chief guest for Womens Day program at Poornaprajna Institute of Management, Udupi; she also presented a mentored student AV at MAHE's Womens day event.



Dr. K Padmakumar, HOD – Corporate Communication, conducted two workshops in the capacity of the key resource person at IIMC (Indian Institute of Mass Communication) Regional Campus Kottayam on 22<sup>nd</sup> February 2019 and 23<sup>rd</sup> February 2019. The first workshop was on ‘Radio Production’, while the second was on ‘Contemporary Issues in Corporate Communication: An integrated framework for Managing communication’.



- Saligrama Yakshagana Mela recorded a 5 hour performance at SOC Television studio on 18<sup>th</sup> Jan 2019.
- The multimedia centre also took up the following projects: women’s day video, short films, recording of over 60 hours of video lectures for NPTEL, numerous voice over recordings and radio commercials for the university and other clients.



Mr. Shreeraj Gudi, faculty in Media Studies, conducted a workshop for youth and college students on ‘Story Telling with MOJO’, at Vivekanand College Puttur, Dakshin Kannda Dist., on 21<sup>st</sup> April 2019.



## Multimedia Resource Centre – SOC

- Mr. Vinyasa Hegade & Mr. Shreeraj Gudi along with Mr. Kushal Kumar and Mr. Mohandas Pai scripted, shot, edited and directed four introductory films for MAHE’s annual event - New Year Awards - held on 12<sup>th</sup> Jan 2019.
- A video showing MAHE’s 25 years silver Jubilee events showcased during the University’s valedictory celebration was undertaken by the Multimedia Resource Centre headed by Dr. Shubha H S.

## MIC Staff Utsav – 2019

Utsav-2019 began with a spree of staff events on 23<sup>rd</sup> March 2019. Welcome Group of Culinary Arts hosted its category-wise cook-off contest where Mr. Kartikey Goswami won the second place in the dessert category, for whipping up a specialty out of the mystery box ingredients, which took on the form of balushahi stuffed with 'coconut and dates'. Meanwhile, Ms. Kavitha Nagasampige bagged the second prize in the vegetarian category for a luscious combo of 'palak dhokla accompanied with pejjakai chutney'. The second event commemorating staff utsav took place on 1<sup>st</sup> April 2019, where participants had to represent the theme of 'wonderland' in a flower-exhibit contest. Mr. Chandrashekar Naik won the third position in the contest for his flamboyant presentation of a floral peacock. This was followed by the much awaited 'variety entertainment' that was staged in KMC Greens wherein team-SOC was the runners up of the event.



## Student Activity Pin-Ups

### Student Achievements

**MEDALLION OF EXCELLENCE AWARD**  
**MUHAMMAD BILAL**  
 1 YEAR, B.S.C. ANIMATION  
 SCHOOL OF COMMUNICATION, MAHE

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## Kalamanch – Centre Stage Plays



Kalamanch the dramatics club of Manipal Institute of Communication presented its stint of theatrics in an eventful semester. Several street plays were performed, with ample participation in fests, while the club emerged victorious in a few contests, coupled with two centre stage productions.



Kalamanch secured the first place in the street play event at Echoes 2019 (IIM Kozhikode Annual Fest), February 2019. This was followed by the Revels (MIT Annual Fest) March 2019, where the team presented Padhe Likhe Gawar, a street play on the education system, and emerged as Runners Up in the event. Further on, team Kalamanch took part in the nation-wide conducted Daulat Ram College Theatre Festival, March 2019. Additionally, Kalamanch participated in three cultural events in Utsav – the MAHE Annual Fest, April 2019: Street play, Mad Ads and Mime.

In the latter half of the semester, Kalamanch performed two centre stage plays at the Gangubai Hangal Auditorium, 12<sup>th</sup> April 2019. Sakharam Binder, written by the famous playwright Vijay Tendulkar, highlighted the condition of women in a patriarchal society, through the eyes of the three central characters: Sakharam, Lakshmi, and Champa. The play originally written in 1972, still poses a series of relevant questions to the audience. Surpayan was a classical dance drama inspired by Kavita Kane's 'Lanka's Princess' which showcased the epic Ramayana through the eyes of Surpanakha, Ravan's sister. Both the plays were well received by the audience who greeted the cast and crew with standing ovations.



## 'Teach and Learn' Initiative – Yakshagana Kendra, Udupi

The 'Teach and Learn' initiative is a voluntary outreach program by the faculty and students of School of Communication that facilitates support for students from government schools at the Yakshagana Kendra, Udupi. The initiative, initiated by Dr. Unni Krishnan K, aims to help students who hail from various rural backgrounds in their studies towards the board exams. "The students are right now in a very crucial time in their education, with the higher secondary being a bridge to further education. They need all the extra help they can get to help broaden their horizons," said Guruji Sanjeev Suvarna, the institution in-charge and a veteran Yakshagana artist.



The student outreach program began its activities from the first week of January 2019. Abhishek Manoharan, Sneha Chowdhury, Priyasha Anand, Uddesh Kumar, Ritwika Sarkar, Navya Ballal, Anwasha Shyam, Rhea Fernandes, Pearl D'souza, Akanksha Kimothi, Saaniya Manna, Devika Chaddha and Neelanjana Kanive, are some of the 1<sup>st</sup> year BAMC students who volunteered for the cause. The initiative looks forward to contribute on a long term basis, whereupon interested participants may contact: +919895413786.

## MFSC – Movie Screenings & Discussion

The Manipal Film Study Center (MFSC) has had a hearty semester, with films from around the globe being screened. Under Mr. Vinaya Hegade, the faculty coordinator of MFSC, various interesting films were screened across all genres and languages, from dramas, thrillers to animated films, eliciting avid participation from the audience. Some of the films screened included, Marjane Sa-

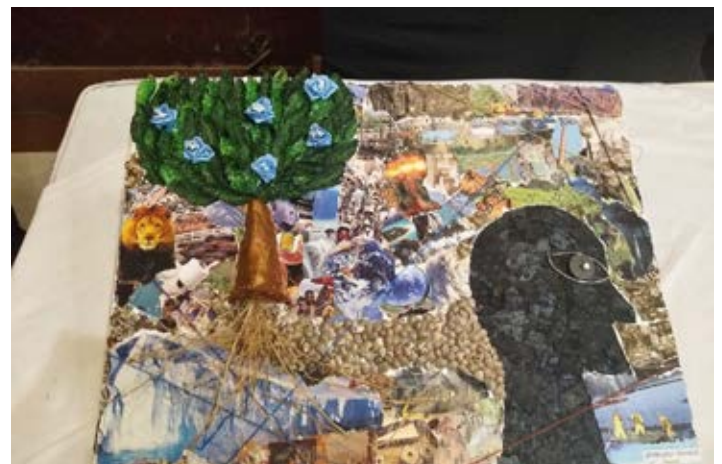
trapi's critically acclaimed animated film 'Persepolis', Agnes Varda's feminist classic 'Vagabond' and Indian films like Mrinal Sen's 'Akaler Shandhaney' and Anjali Menon's 'Manjadikuru'.



The club also hosted renowned Kannada director PN Ramachandran, who screened his latest one-room thriller 'Bunno K. Endo Maye' and his documentary on Rohith Vemula 'Unbearable Being of Light'.

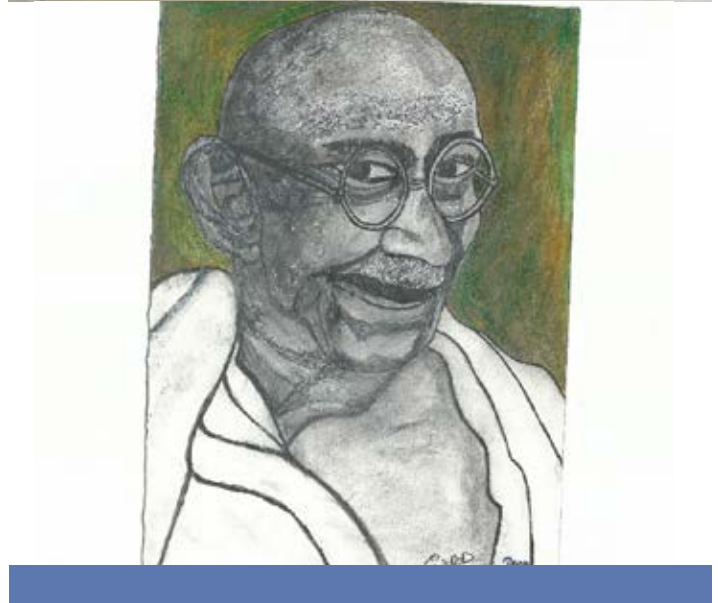
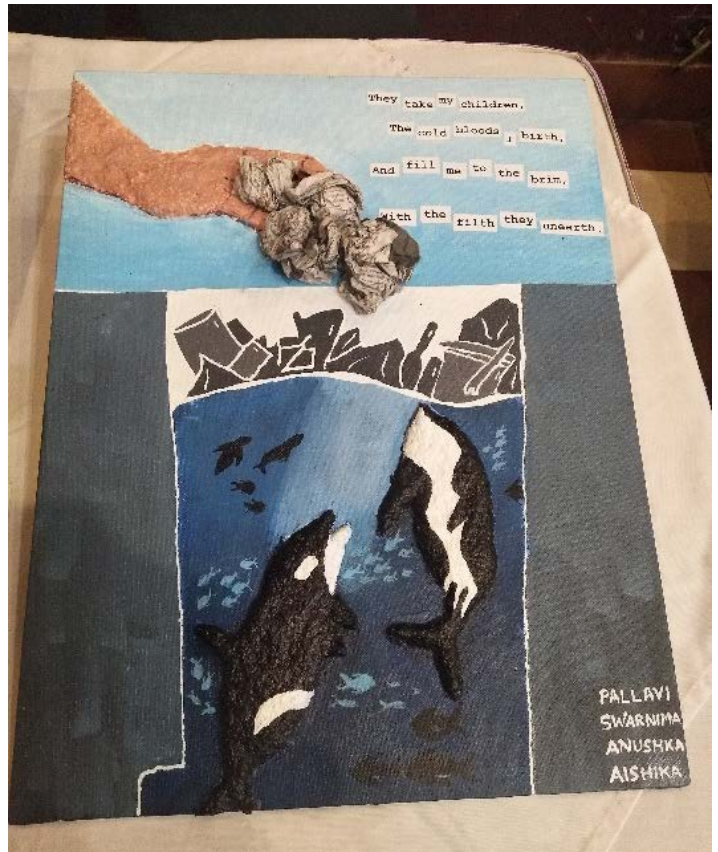
The Manipal Film Study Center aims to provide a platform for students and members of the public to discuss and appreciate films that come from in and around India, and also the world, while providing an opportunity for cinephiles to connect and express their love for cinema. The Manipal Film Study Center hosts screenings every week at the MIC TV studio during the semester.

## Art Exhibit by NEEM at the International Conference – Feb 2019



NEEM – the Eco Club of SOC in association with Tagore Centre-SOC put up an exhibit via its 'Plant an Idea Initiative', where students ideated and demonstrated their creativity by participating in a fleet of art displays ranging several styles and categories: Mixed Media Art on the 'idea of freedom', poetry on the theme

of 'swaraj', photographs on the theme of 'environment and sustainability', art inspired by Gandhi and Tagore, as also a student quote collection – were some of the noteworthy mentions. The exhibit was greatly appreciated by an international audience, and also saw entries from International artists such as Dêva Koumarane who exhibited a sketch on Gandhi and a poem on Tagore in French.





- Prof. M. D. Nalapat delivered a guest lecture on 'Implications of USA & China relations in India' on 11<sup>th</sup> January 2019. The talk was arranged by Dr. Padma Rani.



- Dr. Srinivas Melkote, Senior Professor, School of Media and Communication, Bowling Green State University, USA, conducted online lectures for students of SOC on 23<sup>rd</sup> and 24<sup>th</sup> Jan 2019. The core area addressed was 'Development Communication'.
- Dr. Sadashiv Rao, former Principal, Poorna Prajna College Udupi, was invited for the launch of an experimental portal The Business Hours (<https://tbhsoc.wixsite.com/thebusinesshours>), put up by students of Business Journalism on 5<sup>th</sup> Feb 2019. Mr. Shreeraj Gudi organized the launch of the portal.



- In lieu of the Faculty Development Programme, Dr. Arpan S Yagnik from Penn State University USA steered an interactive session on the topic 'Creativity in Teaching', i.e. on 8<sup>th</sup> Jan 2019 in MIC. On the following day, Dr. Yagnik conducted a workshop on advertising for the UG and PG students. Dr. Yagnik specializes in advertising, and is chiefly known for his book 'Creative Aerobics'.



- A workshop on 'Google Tools for Journalists' was held on 8<sup>th</sup> and 9<sup>th</sup> April for students of 3<sup>rd</sup> year BAMC in MIC. The workshop concentrated on facets such as research, collaboration, mapping, immersive storytelling, Google tools for newsgathering, as also included a hands on session on Google trends, Google Earth Studio, and data visualization. Ms. Geetika Rustagi, Teaching Fellow, Google News Lab, conducted the two-day workshop. Ms. Manjula V., senior faculty-SOC, was the coordinator of the workshop. Meanwhile, the workshop on the full suite of Google tools was arranged for MIC faculty on 29<sup>th</sup> and 30<sup>th</sup> May 2019.



- Dr. Usha Rodrigues, Senior faculty in Communication, Deakin University Australia, was invited as adjunct faculty at MIC between 12<sup>th</sup> to 18<sup>th</sup> April. Dr. Rodrigues deliberated on the means of strengthening research and publications apart from engaging in an academic interaction with MAMC students.

- A workshop on 'Studio Production' was conducted by Mr. Rohit Padaki, film Director, Kannada Film Industry, on 12<sup>th</sup> and 13<sup>th</sup> Feb 2019. The session was for the MAMC broadcast students.



- Mr. Mithun Shet alumnus MA batch of 2011-13 who is currently working as the Media Manager (South India) for Mohan Media, a unit of Mohan Tractors Pvt Ltd, spoke to IV semester MAMC Communication Management students on 'OOH media planning in India' on 19<sup>th</sup> Feb, 2019. The talk was organized for the subject 'Strategic Media Planning' by Ms. Shruthi Shetty.
- An SPSS Workshop on data analysis was held for students of MAMC in the SOC PG Lab on 30<sup>th</sup> March 2019.
- Dr. Maithili Ganjoo was invited as Adjunct faculty for the subject 'Advertising' in MIC between Feb to April 10 2019. Dr. Ganjoo who hails from JNU has worked in leading media outfits for over two decades and is known for her projects with UNICEF and UNDP. She has also formerly been the Vice President – Strategic Planning, Thompson Social, JWT, Delhi.



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