



St Joseph College of Communication

Media Village, Changanassery

Affiliated to Mahatma Gandhi University, Kottayam, Kerala

Vision: Transforming Media for a Wholesome World

Founded in 2004

ANNUAL REPORT OF THE ACADEMIC YEAR 2019-20



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INTRODUCTION

With immense joy and pleasure, I present the annual report of St Joseph College of Communication for the year 2019-20. St Joseph College has completed 16 years of its extraordinary service to society with a vision of transforming the media for a wholesome world. Since its inception, St Joseph College of Communication has grown manifold, today standing as a premium institution for media studies in India. Our college has 754 students on roll with 7 undergraduate and 5 postgraduate programs. We have 50 regular faculty members along with the administrative staff.

Strengths of the students of SJCC at a glance.

COURSE	BATCH	STRENGTH	TOTAL
BA MULTIMEDIA	2017	43	
BA ANIMATION AND GD	2017	46	196
BA VISUAL ARTS	2017	27	
BA VISUAL COMMUNICATION	2017	31	
BA ANIMATION AND VFX	2017	29	
BA AUDIOGRAPHY	2017	22	
COURSE	BATCH	STRENGTH	TOTAL
BA MULTIMEDIA	2018	47	
BA ANIMATION AND GD	2018	44	
BA VISUAL ARTS	2018	39	216
BA VISUAL COMMUNICATION	2018	33	
BA ANIMATION AND VFX	2018	31	



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BA AUDIOGRAPHY	2018	22	
COURSE	BATCH	STRENGTH	TOTAL
BA MULTIMEDIA	2019	45	
BA ANIMATION AND GD	2019	53	
BA VISUAL ARTS	2019	37	
BA VISUAL COMMUNICATION	2019	42	273
BA ANIMATION AND VEX	2019	36	
BA AUDIOGRAPHY	2019	20	
B.COM	2019	40	
MA PRINT AND ELECTRONIC JOURNALISM	2018	8	
MA CINEMA & TELEVISION	2018	8	
MA GRAPHIC DESIGN	2018	3	21
MA ANIMATION	2018	2	
MA MULTIMEDIA	2018	0	
MA PRINT AND ELECTRONIC JOURNALISM	2019	8	
MA CINEMA & TELEVISION	2019	14	
MA GRAPHIC DESIGN	2019	6	47



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MA ANIMATION	2019	10	
MA MULTIMEDIA	2019	9	

MAJOR EVENTS

The college reopened on the 6th of June 2019 in the sparkling sunshine awaiting the monsoon rain for the 3rd and 5th semesters. The new UG batches arrived on the campus on the 24th of June 2019. Eminent cinematographer Shri. Neil D'Cunha inaugurated the new academic year by welcoming the new batches. Fresher's Day was organized on 6th July 2019. Orientation programmes were conducted for various batches according to their requirements and course content. The college union election was conducted on 29th August 2019 and Mr Jimmy James of third-year Multimedia was elected as the College Union Chairperson.

A major event of this year was Melange 2019 which commenced on the 14th of November 2019. It was inaugurated by the famous pianist Stephen Devassy along with Mar Joseph Perumthottam Archbishop of Changancherry. Various exhibitions were organised as part of Melange 2019 also competitions that nurtured the talents and creativity of the students were also organized. Other major events include the college youth festival Ritu 2019. At the university level, our college proudly stands in the 12th position with points. Our student Amalu Sreerang was bestowed with the Kalatilakam for her extraordinary performance in the various events. We also successfully organised the Sports Day, Animation Day and conducted street plays for Women's Day. Onam, Kerala Piravi and Christmas were also celebrated on the campus. The sincere cooperation, dedication and hard work of students and teachers made this academic year, a year of great accomplishment.



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WORKSHOPS AND TRAINING

Several academicians and experts from industry both inside and outside Kerala were brought to the campus to conduct workshops and trainings for the professional development of the students. They include Prof. Mathew Hibberd, Professor of Media Management, Media Economics, Media and Cultural Industries at the University Della Svizzera Italiana, who conducted a workshop on sustainable development and the environment. Other scholars include Mr V S Madhu (Artist and Painter), Mr Indiranil Kasyup (Film Maker And Academician) Ms Simmi Simon, Mr Prince George (Music Director) Mr Jenson Zacharia (Senior Programme Producer Mazhavil Manorama) Mr Damodhar Radhakrishnan (Radio Journalist and cine artist), Mr Sararthchandran Nair (Manorama News Reporter) Mr Shemin B Nair (Cinematographer), Mr Kiran Das (Acting trainer), Mr Sabu Sivan (Designer) Mr Joseph Augustine (Amazon) are a few among them.

OBSERVATION TRIPS AND STUDY TOURS

First-year BA Visual Arts students were taken to the Monsoon Art Exhibition at Kottayam Public Library. Second-year BA Visual Arts students were taken for a display of kitchen wardrobes and interiors which gave them a good understanding of the materials used in interior designing. A trip to Trivandrum Zoo was arranged for the students of second-year AGD. BA AGD and MA GD students were taken to the Malayala Manorama printing unit at Kottayam. Also, 1st and 2nd year MA Print and Electronic Journalism students were taken to Mazhavil Manorama studios at Aroor. The observation reports were valued by the concerned teachers.

CLUB ACTIVITIES

Club activities took a front seat during this academic year. Yoga is the journey of the self through the self to the self. One cannot control what goes on outside, but can always control what goes inside. The Yoga Club was started at SJCC this academic year and conducted classes



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for students every week. The Anti-drug cell made active campaigns against drug abuse along with orientation classes for students. Short films were screened along with poster designing and street plays. Jesus Youth and DMS also actively worked to make students contribute the society and people. Various visits to old age homes were conducted and students gave a meal for the inmates of the old age homes. Our Music club was named 'Kariyila' and performed in all the major functions of the college. The Dance Club Exception gave a scintillating performance for Melange 2019. They also performed for all major occasions in the college.

COMPETITIONS AND ACTIVITIES

The biennial inter-collegiate fest Melange 2019 was conducted on the 14th, 15th and 16th of November 2019. Melange is a celebration of arts with all hues and colours. The first day of Melange opened with a brilliant array of competitions that included various designing, painting and photography. RJ Hunt and spot choreography competitions were also conducted. The evening was enthralled by the performance of the band of the students of MVCC.

The competitions on the second day included photography, drawing and painting for school-going students. The evening witnessed a beautiful drama "Pralayakalam" by the SJCC students.

The third day had exclusive competitions for children with special needs and the tiny tots. This was followed by the closing ceremony. The college band Kariyila and the college dance team Xception also performed. Sports Day was conducted at SJCC on 5th February 2020. It was inaugurated by Rev. Fr Joseph Parackal. The team events included volleyball, basketball, football, cricket and kabaddi. The events were successfully completed and was a great day for the students.

Arts day "Ritu" was conducted with various on and off-stage events including essay and short story writing, cartooning, poster designing, light music, recitation, elocution, mimicry, mono act, group song and mime.



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The 17th International Animation Day was celebrated with great enthusiasm. The programme was inaugurated by Mr.Sunnil Kumar Manager of Game Toonz Animation. A fancy-dress competition and flip-book competition were conducted. Ms. Anaida Stanley a student of Rajagiri College presented her talents in sand art to the students of SJCC.

A poster designing competition was conducted entitled 'Together Against Corruption'.

ACHIEVEMENTS AND AWARDS

SJCC presented the drama entitled 'Pralayakalam' at the MG University Youth Festival and bagged an A grade.

SJCC stood in 12th position in the MG University Youth Festival 'Article 14' with 30 points. Our students bagged prizes in various events. Amalu Sreerang Of MA was awarded the Kalathilakam. She bagged the first position in four events namely Bharatanatyam, Kerala Nadanam, Mohiniattam and Folk Dance. She also got the third position in string instrument (eastern).It is the first time in the history of MG University that a student secured four first prizes. SJCC is proud of Amalu Sreerang. Ms Sooryagayatri of BA AGD S6 secured the third position in the spot painting competition. The A grade holders are Sooryagratri BA VAS4 for Kavithaparayanam, Vishnu SD ADE S6 for percussion instrument (eastern), Nevin C Delson ADE S2 for light music (Male) and Vineetha M Jude ADE S2 for light music (Female).

CELEBRATIONS

Festivals like Onam, Kerala Piravi, Christmas and other important days were celebrated in the college with elegance and enthusiasm. We also had a Freshers Day for our first-year students. Competitions and programs were conducted on World Animation Day on 28th October. Women's Day was conducted on March 8 and Photography Day was also organized with vigor.



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On the Anti-Drug Day, we conducted a seminar and showed students a short film based on the problems of drugs.

EXHIBITION

Various exhibitions were conducted by the students of SJCC. Some were initiatives by individual students or student groups, certain others were conducted by the batches. The first Art Exhibition of this academic year was conducted by Mr Athul S Kumar and Mr Albin Thomas of MA Graphic Design, 'Cresenta' was conducted by AGD 1st years, 'Aura' by AGD final years, and Dark Fantasy by AGD second year. Other photography exhibitions were conducted by Multimedia second and third years and VISCOM first years. BA Visual Arts conducted the Art Exhibition entitled Artium Mysterio.

OUTREACH PROGRAMMES

Outreach programmes organised by the students and members of the faculty of SJCC prove that it is not behind anyone in social commitment. The social service club and Jesus Youth together have paid visits to old age homes. We have come up with many social awareness short films related to Traffic rules and drug abuse. Mr. Jimmy Antony faculty of SJCC coordinated the programmes along with other faculty members.

LIFESKILLS TRAINING PROGRAMMES

A special training programme is organised every year by reputed trainers. Prof.C.F Joseph gave soft skill training for all classes at the beginning of each semester which gave students a positive orientation. They help students to set an aim for themselves and enable them to stay focused and to achieve the goals of life. Mr Sherry K Abraham and Mr Sanju T Kurian gave life skills training for AGD and ADE students. An NLP was conducted in the month of January for all faculty.



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FACULTY DEVELOPMENT PROGRAMMES

In AY 2019-20, faculty development programmes are conducted in the college for the teaching and non-teaching staff. A series of enriching sessions and interactions was conducted at SJCC, aimed at fostering continuous learning, professional growth, and excellence among faculty members. The programme was inaugurated by Dr. Joseph Parackal, underlining the college's commitment to academic excellence and faculty empowerment.

5 Day Basic Course in Neuro-Linguistic Programming (NLP)

The Faculty Development Programme commenced with classes on Basic Course in Neuro Linguistic Programming on 30 December 2019 to 03 January 2020 by Fr. Toby Joseph S.J. This foundational session aimed to equip SJCC teachers with essential skills in communication with emphasis on listening and speaking.

PTA MEETING

PTA Meetings for all batches were conducted on Saturdays in January and February. Meaningful discussions were held with parents regarding the function of the college and the student's personal and professional development. Parents were given the opportunity to interact with every teacher teaching their wards.

PLACEMENT CELL

The placement cell is ever active to lead the students to the open doors of the industry. It is in touch with many companies across the country and many students await the results of the interviews conducted. Infosys, IBM and TCS are the major companies that recruit our students. Around 30 students were selected as part of the interviews on and off campus. All the recruitments were coordinated by the HR Nimisha Alphonse.



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INFRASTRUCTURE DEVELOPMENT AND NEW VENTURE

Major investment in the infrastructure this year included setting up of the solar panels. The college is now capable of providing 100kW of electricity. This is in time with the environment friendly policies of the college. We have also let a new recording studio "Foley" with the technology available in tune with the latest trends in the industry. The first regular batch for B.Com was started this year under MG University.

RADIO MEDIA VILLAGE AND MVTV

Radio Media Village 90.8 owned by the college completed another year successfully. Radio Media Village and Charity World organised the Changanacherry Mega Fest which was a grant event in the SB College ground. MVTV came out with a new logo which will be displayed in all the productions.

Radio and MVTV provided opportunities to students of SJCC to work and gain experience while they study. The students get first-hand experience of recording, editing, mixing and telecasting programmes.

PASSING

We remember with gratitude and love the members of the SJCC family who have passed to eternal rest. We fondly remember Fr. Joseph Kochukarottu who was one of the founding members of the Media Village group of Institutions. We also remember Fr. Wilson Kottam former principal of SJCC. We also remember Mr. Biju Valel, faculty of SJCC who passed into eternal rest. May the almighty bless their souls.

CONCLUSION

In short, an excellently coordinated teamwork under the leadership of the Executive director Rev. Fr. Antony Ethacad, Principal Rev. Dr Joseph Parackal and Bursar Rev. Fr. Jophy



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Puthenparambu along with all members of the teaching staff took SJCC to new heights. Once again SJCC has proved itself a premium destination for media studies in South India. Thanks to the dedication and cooperation of all members of the management, staff and students.

Ms. Elizabeth George

Staff Secretary

DR. JOSEPH PARACKAL
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