



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 2022-23



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INTRODUCTION

With immense joy and pleasure, We present the annual report of St Joseph College Of Communication for the year 2022-23.

St Joseph College has completed 19 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 manifolds, today standing tall as a premium institution for media studies in India. Our college has 1032 students on roll with 7 undergraduate and 5 postgraduate programs. We have 56 regular faculty members along with the administrative staff.

PROGRAMME	BATCH	STRENGTH	TOTAL
BA MULTIMEDIA	2020	50	
BA VISUAL COMMUNICATION	2020	48	
BA ANIMATION AND GD	2020	48	361
BA ANIMATION AND VFX	2020	49	
BA VISUAL ARTS	2020	39	
BA AUDIOGRAPHY AND DIGITAL EDITING	2020	28	
B.COM T	2020	99	
PROGRAMME	BATCH	STRENGTH	TOTAL
BA MULTIMEDIA	2021	45	
BA VISUAL COMMUNICATION	2021	46	
BA ANIMATION AND GD	2021	49	307
BA ANIMATION AND VFX	2021	45	
BA VISUAL ARTS	2021	21	
BA AUDIOGRAPHY AND DIGITAL EDITING	2021	24	



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B.COM FT	2021	49	
B.COM FC	2021	28	
PROGRAMME	BATCH	STRENGTH	TOTAL
BA MULTIMEDIA	2022	45	
BA VISUAL COMMUNICATION	2022	41	
BA ANIMATION AND GD	2022	48	285
BA ANIMATION AND VFX	2022	47	
BA VISUAL ARTS	2022	31	
BA AUDIOGRAPHY AND DIGITAL EDITING	2022	17	
B.COM FT	2022	32	
B.COM FC	2022	24	
MA MULTIMEDIA	2021	12	
MA CINEMA & TELEVISION	2021	9	
MA GRAPHIC DESIGN	2021	8	42
MA ANIMATION	2021	4	
MA PRINT AND ELECTRONIC JOURNALISM	2021	9	
MA MULTIMEDIA	2022	7	
MA CINEMA & TELEVISION	2022	14	
MA GRAPHIC DESIGN	2022	8	37
MA ANIMATION	2022	5	
MA PRINT AND ELECTRONIC JOURNALISM	2022	3	



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MAJOR EVENTS

The college reopened on the 6th of June 2022 in the sparkling, sunshine awaiting the monsoon rains for the 3rd and 5th semesters. The new UG batches arrived on the campus on the 12th of September. The new academic year was inaugurated and Fresher's Day was organized. Orientation programmes were conducted for all batches according to the requirements and syllabus. Mélange was organized this year with great vigour and enthusiasm. The sincere cooperation dedication and hard work of students & teachers made this academic year, a year of great accomplishments. The academic year began with the department-wise inauguration of workshops and training entitled "Take Off". Each of the departments brought in eminent dignitaries from their respective fields to give enrichment sessions to the students. The scholars included Mr. Mahesh Narayanan (Film Director, Scriptwriter editor) Prof. Tensing Joseph Director Raja Ravivarma Centre of Excellence for Visual Arts and Dr Sebin S Kottaram (PhD, MPhil, MSc Psychology, GSE Fellow USA, MA Journalism and Mass Communication).

WORKSHOP AND TRAINING

Several academicians and experts from the industry were brought to the campus. They conducted workshops and training for the professional development of the students. The workshops included an acting workshop for animators by Manjulan (Film Actor), a workshop on Pencil Drawing by Mr Vinod Francis for Visual Arts students, a seminar on higher studies and job opportunities by Ms Kiran Joseph, a workshop in Radio Production for MA PEJ by Mr Damodhar Radhakrishnan, (Radio Journalist), workshop on DI colour grading for Visual Communication by Mr Dawn B John, workshop on Carnatic music for ADE students by Mr Pradheesh Balan (researcher), workshop on set Designing for Multimedia batches by Mr Nithin Mohan (Production Designer), Acting workshop by Mr Satheesh K Satheesh (Writer). There were also other workshops on filmmaking by Mr. Abhilash Vijayan and a workshop on radio production by RJ Vinu.



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The college also organized a workshop on Financial Education by a programmer from NISM "Kona Kona Shiksha" in association with Apex Academy and Tally Essential comprehensive classes for B.Com students.

An industry Interaction in association with Toonz Media Group was also organized by the Dept. of Animation and Design.

In a month, SJCC also organized departmental workshops. Students of the Animation Department were given classes in Atmos Studio, Folio Studio and Dubbing Studio. Other departments followed suit.

Faculty Development Programme on Research Methodology was given to all teachers in June by Dr Dinesh Babu(Asst. Professor Sr.Gr) Research Guide, Dpt of Visual Media and Communication at Amrita Vishwa Vidhyapeetham School of Arts and Science Kochi. Lectures and discussions were held on various topics like the theoretical framework of Media Research, Quantitative Techniques, Qualitative Techniques in Media research and research publishing.

Teachers are also attending courses offered by the Swayam platform of the government of India.

CLUB ACTIVITIES

Club activities gained a lot of impetus this academic year. The clubs were inaugurated by Mr. Dilip K Kainikkara who was honoured for his meritorious achievements in the Indian Civil Service Examination. The dance club of SJCC Exception and the Music club "Unplugged" released their logos which were made official. Exception and Unplugged won several prizes in completion conducted across Kerala this year. Yoga club in association with National Ayush Mission — Ayush Gramam Kottayam celebrated the 8th International Yoga Day. Dr. Lakshmi Varma (Specialist Medical Officer) and Dr. Dhanya Das (Yoga Demonstrator) conducted the



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sessions. The music club celebrated International Music Day with live performances in the college.

Nature Club and Radio Media Village celebrated World Environment Day. Tree saplings were distributed free of cost to the public. The first sapling was given to Ms. Shiny Shaji (Ward Councilor) by Rev. Dr. Joseph Parackal Principal SJCC. Nature Club also organized a nature photo exhibition in September focusing on wildlife Photography. The photography club organized a photography competition on World Photography Day. It was an Intercollege competition with overwhelming participation. Jesus Youth conducted retreats for catholic students and life skill classes for non-Catholic students of all batches. All clubs were actively involved in the activities of Melange 2022.

COMMITTEES AND CELLS

Various committees are ardently working for the smooth running of the college. The Academic audit committee is formed and assesses the completion of portions every month and monitors the timely submission of assignments. The documentation committee documents all events of the college. Remedial class committees are in charge of the various classes conducted on the campus. The student welfare committee ensures that the infrastructure of the college is sufficient and timely redressal of students' grievances. Students with special needs are taken care of and students who are undergoing psychological trauma are given help. We have a full-time councillor available in the college. Cells are actively working for the betterment of the students of SJCC. Women's cell in association with Kerala Police — Women's Self Defense Team organized self-defence sessions by Mr Mathew Paul SI Narcotic cell. Women's Day was celebrated with great enthusiasm at SJCC. Smt. Lathika Subash, Chairperson, (Forest Department Corporation) was the chief guest. Other eminent women from the local community were honoured. An exhibition by the female students of SJCC was organized, followed by cultural programmes. "Unarvu", SJCC's Anti-Drug Cell and Drug Rehabilitation Educational



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Mentoring (DREAM), CHASS Changanacherry conducted an 'Anti Drug Awareness Talk'. The sessions were taken by Mr. Liju Thomas (Accept IRCA, Project Coordinator), Jovin Johnson (Dream Project Coordinator) Carmel Jobic Mathew (ISSUP Documentations Officer). Music club "Unplugged and Anti-Drug Cell "Unarvu" organized a revelation Band concert and Anti-Drug Awareness program for all students. SJCC NSS Unit participated in the Rally against Drug Abuse conducted by the Kerala State Youth Welfare Board, Kottayam. The NSS unit of SJCC in association with the Radio Media Village and "Surabhisaaradhy unit" conducted a Blood Donation Camp. The camp was organized by the Sevanikethan Social Work Department of SH Congregation Changanacherry Province. The NSS Unit of SJCC also distributed gloves and hand wash to the college non-teaching staff for their good services. Other cells are also working hard for the holistic development of the students of the college.

EVENTS

Freshers Day was celebrated with fun and laughter at the college. The freshers' day was entitled 'Vasantam' for the Media students and "Elaneer" for the commerce students.

Onam was celebrated with joy and Zeal. The Celebration was entitled "Upperi". Various competitions were held for the students along with cultural programmes. A separate onam celebration was also organized for the staff of SJCC with Onam competitions and Onasadhya.

World Photography Day was celebrated with an Intercollegiate competition.

World Animation Day was celebrated with the inter-departmental competition exhibition and workshop for students.

The Christmas celebration entitled "Glory Streams" was conducted with Carol singing, crib, card and star-making competition. 'Christmas Eve was also conducted for the staff and their families at SJCC.



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The 75th Independence Day was celebrated with respect for the country. Army veterans were honored inculcating in the students the values enshrined in the constitution and upholding the fundamental duties of the citizens. Republic Day was also celebrated in the college. Women's Day was celebrated by honouring eminent women personalities and cultural programmes.

The passing out ceremony for the BA 2020-2023 and MA 2021 -23 batch was also organized with dignity and pride. Dr Babu Sebastian former Vice-chancellor of MG University was the chief guest.

MELANGE

The biennial inter-collegiate fest Melange 2022 was conducted on the 30th Nov, 1 and 2 December 2022. Melange is a celebration of arts with all hues and colours. The tagline for the Melange 2022 was 'Festival of Fraternity'. Our title sponsor was Jobin International. The countdown inauguration was done by renowned YouTuber Karthik Surya. Crowdfunding and promotions were done with favour which led to the surroundings success of Melange 2022. The inauguration of Melange was done by Shri. Ramesh Pisharady (Film star and comedian) is the chief guest. Students' exhibitions and stalls were put up, each with magic ideas that left the audience in awe. The exhibition was set up department-wise, various stalls and programmes were put up which showcased art at its best. The Drama Club delivered exceptional performances in their theatrical production, bringing to life the struggles and challenges faced by women in society, and highlighting the injustices and inequalities they endure. "Xception" the dance club gave a spectacular performance, together with songs from South Indian Film Industries. 'Spectrum' was the fashion show of Melange 22, in which five different colleges participated. The display by SJCC'ans was far excellent. The college music band 'Unplugged' also performed an extravagant show. On the final day, the college witnessed the energy and verve of the music band by renowned musician Job Kurian. We witnessed overwhelming participation in the various inter-collegiate competitions conducted as part of the Melange 22.



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Good participation was also seen in the school-level competition. Cash prizes and certificates were given to the winners and participants.

SPORTS

Sports were given a lot of importance this academic year. Various sports events were conducted in the college including interdepartmental Badminton Championships and Soccer leagues.

For the first time, the college cricket team was formed and took part in various state-level and university-level matches. SJCCians also bagged second prize in the football tournament held in Sri. C Achutha Menon Govt. College Thrissur. Mr. Abhijith Murugan was also declared the best Goalkeeper.

YOUTH FESTIVAL

The Kolkali Team of SJCC bagged the third prize in the MGU 'Aneka 2023'. Various other teams including Thiruvathira, Margamkali and Mime showcased exceptional performances. Many of our students participated in the individual performance. There was significant participation, and the cooperation from the management and teachers was exemplary.

We also conducted a youth festival at the college level with energy and enthusiasm and it was the winners at the college level who were sent to the university youth festival. Ms Lakshmi M secured an A grade in Mohiniyattam, Bharathanatyam and other forms of classical dance at the 'Aneka' MGU Youth Festival.

COMPETITIONS



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Our college fashion show team secured three first prizes out of the five intercollegiate Fashion Show Competitions. Our team Xception also showcased outstanding performance. Our students bagged one among the top 10 positions out of 256 films in the national-level short film competition 'Ikshana 2022' held in Mumbai. SJCC band 'Unplugged' bagged second prize for acoustics- Band competition held at NIT Calicut as part of Ragam Fest' 23, South India's largest inter-collegiate fest.

PRODUCTION AND RECOGNITIONS

The students and teachers of SJCC brought out a short film entitled "Between the Gates". The script was written by Prof. Josy Joseph, HOD Media Studies and Direction and Cinematography was done by Sajan Kalathil the famous cinematographer and faculty of SJCC.

Another microfilm on Drug Awareness has been brought out by SJCC in association with the Social Justice Department Govt. of Kerala and Alapuzha District Administration. The film also bagged the Outstanding Achievement award at the Los Angeles International Film Festival. The lead role in the film was played by Guru Somasundharam, a popular film actor. Direction and cinematography were done by Mr.Sajan Kalathil, a popular cinematographer in the South India Film Industry and faculty of SJCC. All other cast and crew were from SJCC.

Our students' works 'Labyrinth' and 'Surge' have been officially selected for lift off Global Network Festival for the first time Film Makers session 2022, held at Pine Wood Studios UK. The film 'Labyrinth' was screened at the 14 IDFFK August 2022 and received special mention among the campus films category.

SJCC is happy to announce that the film "Letters Unwritten to 'NaiyerMasud' by Mr Shahi A J(Faculty, SJCC) which was premiered at the Rotterdam Film Festival. It is about a pilgrimage taken by a group of readers to the ancestral house of the writer which turns into an exploration and an exercise in mapmaking of the city.



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TRAINING

A special training programme is organized to give soft skill training for all our students at the beginning of each semester. It helps students to set an aim and enables them to stay focused and achieve goals in life.

Basic life support (BLS) and first aid classes were given to students by Dr. Binitha Varghese resident Doctor (Emergency Dept. Believers Church Medical College Hospital).

Pre-marriage counselling was given to students by the Kerala State Youth Welfare Board. The students of SJCC were recognized by District Poverty Alleviation Unit Kottayam for their contribution in making the social impact documentary "Extreme Poverty Identification Process".

FACULTY DEVELOPMENT PROGRAMMES

Faculty development programmes were conducted in the AY 2022-23 at SJCC for the teaching and non-teaching staff. At the beginning of this semester, a series of enriching sessions and interactions, 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,

Day 1&2:

The Faculty Development Programme commenced with classes by Dr Dinesh Babu on "Methodology of Media Research" on 8,9 March 2022. This foundation session aimed to equip SJCC teachers to design, conduct and analyze research studies effectively.



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Day 3,4 &5

The third, fourth and fifth days of the programme from 13-15 December 2021 featured enlightening sessions on the topic- "Curriculum Design, Delivery& Assessment" on 10,11,12 March 2022 by Dr Rosamma Philip.

LECTURES AND FILM FESTIVAL

Sankaramangalam Lecture of this year was conducted on the theme of alternative gazes in Indian Films. The first lecture was given the Krishand R.K, Director, scriptwriter on the challenges faced by filmmakers in the alternative economy. Sreedevi P Aravind Asst. Professor Thunchanthezhuthachan University Trissur delivered the second lecture online. She reminded us about the presence of the male gaze even in films made by female directors. The Lumiere Film Festival was organized by the film club of SJCC. It brought together the films made by the students of SJCC. A booklet on the film was released and the signature film was screened. The film festival witnessed great audience and discussion for each of the films.

EXHIBITION AND TRIOS

Kochi Muziris Biennale is the largest art exhibition in the country and the highest contemporary art festival in Asia. Our batches were taken to film the art and installation. Students were also taken to the exhibition at Kerala Sahitya Academy Gallery.

Industrial visits were arranged for students of commerce and animation which helped them get an understanding of the workings of the industry.

An art exhibition entitled " The Clay" was organised by the students of the BA Visual Arts (2020-2023) batch. It showcased both paintings and sculptures created by the students.



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Live Painting was organised as part of Melange 2022 and an Exhibition entitled "Melange" was organised at Kerala LalithakalaAkademi, Art Gallery Kottayam, which showcased the works of the students of SJCC.

Another exhibition was organized by the Department of Design to display the works of the students which included digital and hand paintings.

An exhibition as part of the Nature Club was organized focusing on Wildlife Photography. Photographs of Mr Nikhil R.S. (BA Visual Communication) were on display.

'Nuos' the exhibition of paintings was organized by MA GD students and mainly focused on the hand paintings by the students.

INFRASTRUCTURE

SJCC's library was renamed Archbishop Powathil Library. Several changes have been made to make the library better and resourceful. The library today holds close to 10,000 books. 23 new periodicals have been purchased. A digital News 'Magzter' for digital access to magazines has been installed. Library OPAC service is made available 24x7. A QR code service for the previous year's question papers is made available in all departments.

An advanced photography studio and Animation Lab was inaugurated on March 1 2023 which will facilitate students to make stop-motion animation films in a professional manner.

COLLEGE UNION

The election nominations were filed and a union was formed after voting. We followed the parliament system of elections. Mr. Faiyzal F of Animation and Visual Effect has been elected as the college Chairperson.



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ALUMNI

The National Award winner Mathukutty Xavier is an alumnus of SJCC. He has come out with his first Bollywood movie 'Mili'. Mathukutty Xavier Won the outstanding Bollywood Debut Director Award organized by Tycoon Global powered by Filmfare.

Teresa K James set a record for being the fastest to make a caricature of Dr. APJ Abdul Kalam.

Script writer of the film John Luther with actor Jayasurya in the lead role. The alumni of SJCC are stars who shine with radiance in the film and media industry.

A gathering of the SJCCian Alumni Association Beguluru Chapter was held in Bengaluru. The alumni stressed the importance of User Research, soft skills, IP-based Camera technology, 360 photography, AI, AR, VR combination etc. SJCC maintains a good and continuous relationship with its alumni who are all proud assets to the college.

PLACEMENTS

The placement cell is ever active to lead the students to open the doors of the industry. Various placement training sessions are given to our students. This year we had placement drives from LIC, ICICI Prudential, Star Health Insurance, TATA AIG, Infosys and TCS.

Six of our students have been placed in TCS with an attractive salary package. Ten of our students have been placed in Sureti Insurance Pvt. Ltd Coimbatore.

WELCOMING NEW MEMBERS

Rev. Dr Mathew Muriankary has taken over as the Academic Director of SJCC, hearty welcome to Father. He is replacing Fr. Joseph Elanjimattom who has moved into the UK for further studies.



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RADIO AND MVTV

Radio Media Village 90.8 FM owned by the college has completed 11 years of outstanding service to the community. As part of the celebration, we come out with the new venture 'Ente Naadu Nammude Radio' inaugurated by Adv. P S Shridharanpillai, the honourable governor of Goa. We are aiming to open up 50 substations, 100 hearing communities and skill development centres in radio broadcasting. Athachamayam Cycle Rally was organized as part of Onam in association with Penta Bikes. On National Reading Day, our radio conducted a Best Reader competition and winners were awarded prizes.

We bagged the Pepper Award this year. MVTV provides opportunities to students of SJCC to work hard and gain experience while they study. MVTV also covers all major events of the college which gives students first-hand experience of recording, editing and telecasting programmes.

PTA

The General Body Meeting was conducted for the PTA and an executive committee was also formed from the elected members. The office bearers are Mr. Giles Kurian, PTA President.

Mr. Saji Lukose, PTA Vice President

Ms. Elizabeth George, PTA Secretary

Ms. Anija V Nair, PTA Joint Secretary

Mr. Rajesh V Nair, Treasurer

PTA meetings were conducted for all batches and all subject teachers were present in the meetings. All meetings are well documented with attendance sheets, reports and geotagged photographs.



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NAAC and IQAC

Under the leadership of IQAC, the college has gained a lot of impetus in working for NAAC accreditation. All events in the college are well documented with reports and geotagged photos. Course files, department files, Teacher's dairy and students' dairy are checked to keep documentation updated.

Workshops and Seminars are organized by the IQAC to keep up the quality of staff and students. Under the leadership of the departments, seven new Add-on courses are offered by each of the departments. Add-on courses include Tally, OSC, 3D Compositing, 3D character Animation, 3D Character Design, Video Editing and Communicative English.

MFTI

MFTI provides certificate courses in various media courses online and offline along with advanced certificate courses which are one of a kind in the industry. The courses include VR and 360 Video Production, 3D animation Design, Television Journalism, UI and UX Design, Visual Effects, Film and Video Editing, Motion Graphics & Web Design.

PASSINGS

We remember with love the members who have left us. Mr Sonu Sabu from B.com Finance and Taxation passed to eternity. We remember him with fond memories. We also remember Amal Tomy SJCC Alumnus (AGD) who passed to eternity.

OUTSTANDING ACHIEVEMENT

SJCC was listed among the top ten emerging mass communication colleges in India ranked by India Today. We were also ranked second in Kerala. We at SJCC proudly appreciate our BA and MA final-year students for successfully completing their graduation and post-graduation. We



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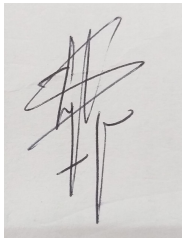
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are also happy that we secured many ranks at the university level for both our BA and MA programs.

CONCLUSION

In short an excellently coordinated teamwork under the leadership of the Executive Director Rev. Fr. Anthony Ethacad, Principal Rev. Dr. Fr. Joseph Parackal and Bursar Rev. Fr. Jophy Puthuparambu. Once again SJCC proved itself a premium destination for media studies.

Thanks to all staff members for their dedication and sincere efforts.



Ms. Elizabeth George

Staff Secretary

