

Manava Maithri Procession Brings Changanassery Together

The Manava Maithri procession, a part of the Onam celebration, was organised by the Changanassery Municipality, Vazhapally GP, Madapally GP, Kurichy GP, Paippadu GP, Thrikkodithanam GP, Welfare Associations, and 90.8 Radio Media Village, a venture of SJCC. Chendamalam, Shinkarimelam, Theyyam, Garudan, Amman Kudam, and Pulikali group from Thrissur participated in the procession. Different cultural and traditional floats complemented the festive scene. The participation of people from all religious backgrounds in the Manava Maithri procession was one of its highlights. People of all ages gathered to honour the spirit while wearing their traditional



Add-on course on Fashion Photography & Retouching

From August 7th to August 12th, an add-on course on fashion photography and retouching was conducted at St. Joseph College of Communication (SJCC) for the students of Assumption College. The course, spanning 30 hours, was structured as five hours of instruction per day, providing students with essential skills and knowledge in the field of fashion photography and retouching.

Mr. Arun and Mr. Akhil, esteemed faculty members at SJCC, served as the course instructors, guiding and mentoring the participants throughout the program. A total of 30 students from Assumption College participated in the fashion photography and retouching add-on course at SJCC. The course curriculum was thoughtfully designed to cover various aspects of fashion photography and retouching. It was divided into both theoretical and practical components, ensuring a comprehensive learning experience.



Youth Embrace the Art of Listening on International Youth Day

St. Joseph College of Communication celebrated International Youth Day, organized by the Campus Ministry, with a unique and inspiring event centered around the theme of “The Importance of Being a Listener.” The college’s open space transformed into a vibrant platform where students showcased their talents, and Fr. Joseph Parackal delivered a profound message to the youth. The heart of the celebration lay in the campus ministry’s commitment to encouraging young individuals to become better listeners in an age filled with noise and distractions. This vital theme echoed throughout the program, reminding everyone of the power of listening in fostering understanding and empathy, emphasizing that listening is not limited to words but extends to understanding and appreciating the artistic expressions of others.

Fr. Joseph Parackal, the college’s respected Principal, addressed the gathering with an insightful

message on the significance of being good listeners in today’s fast-paced world. He highlighted that by actively listening to others, youth could bridge gaps, resolve conflicts, and contribute to a more harmonious society. One of the unique aspects of the event was the symbolic gesture of collecting fingerprints from everyone in attendance as a promise to become better listeners. This act signified a commitment to not only hearing but truly understanding and empathizing with the thoughts, feelings, and ideas of others.

The program successfully instilled the idea that effective listening is the foundation of strong relationships, open dialogue, and positive change. It encouraged youth to carry this message forward and practise empathetic listening in their daily lives. The event served as a reminder that listening is not merely an act; it is a transformative power that can shape a more inclusive and harmonious world, one youth at a time.

Milestones

SJCC SECURES 8TH POSITION
BEST COLLEGES 2023 SOUTH ZONE

SJCC SECURES 10TH POSITION
EMERGING COLLEGES 2023 MASS COMMUNICATION

SJCC SECURES 14TH POSITION
INDIA'S TOP COLLEGES 2023

MEDIATOR
ST JOSEPH COLLEGE OF COMMUNICATION, CHANGANASSERY

02 World Photography Day Celebrated at SJCC

03 SJCC students-led street play ignites community involvement

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Independence Day Celebration Enriched by Alphonse Joseph’s Mesmerizing Performance

India’s 77th Independence Day was celebrated at St. Joseph College of Communication with a wonderful event that featured acclaimed playback singer and songwriter Alphonse Joseph as the Chief Guest. Students and teachers gathered to celebrate the occasion with patriotic fervour in the college courtyard, which was vibrating with enthusiasm. The principal, Fr. Dr. Joseph Parackal addressed the audience and gave a motivational speech in which he emphasised the value of freedom and the contribution that education makes to the future of the nation. He urged students to take up civic responsibilities and contribute to social progress.



The Chief Guest, renowned playback singer and gifted songwriter Alphonse Joseph, gave a beautiful performance that was the event’s high point. He ascended the stage and mesmerised the crowd with his performance. Everybody was in amazement after his 30-minute performance. Alphonse Joseph gave a speech at the event, sharing his appreciation for being invited to the college as well as his comments on the significance of this day. He commended the college for its dedication to developing fresh talents of students in the film industry.

The awarding of prizes for several competitions that had been held in the run-up to Independence Day was another aspect of the celebrations. Students were commended for their accomplishments in poster designing competitions, art shows, and other activities. These tournaments had inspired the students to learn more about the history and traditions of the nation while also showcasing their talents.

At St. Joseph College of Communication, there was a feeling of camaraderie, patriotism, and ethnic diversity. Together, the Chief Guest, the staff, and the students celebrated the country’s Independence Day in a special and memorable way.

The national anthem brought the celebration to a close, bringing everyone together in a feeling of pride and thankfulness for the freedom they possess. The celebrations were a timely reminder of the significance of protecting and valuing the ideals and values that underpin the country.

K S Chithra @ 60

On singer KS Chithra’s 60th birthday, Kerala’s nightingale, SJCC organised a music performance. The performance was planned as a memorial for Chithra. The music band and SJCC Women’s Cell collaborated to put on the event on 16th August. The program’s standout feature was the fact that all songs were performed by female SJCC students. The programme contained songs by KS Chithra that were sung in a variety of languages. The students sang various songs that the fans always like to hear during the half-hour long programme, including ‘Chinna Chinna Assey’. The audience was particularly drawn to the duet songs.



Thakarthanam Thimirthanam @SJCC

SJCC organised a grand, vibrant Onam celebration, “Thakarthanam Thimirthanam,” on September 25 in the college. The campus was filled with joy and enthusiasm as students and faculty came together to celebrate the auspicious festival of Onam. The festivities began with the traditional floral decoration known as the Athapookalam competition, where students displayed their artistic skills by creating intricate and colourful floral patterns.

To add to the excitement, a variety of cultural programmes were organised, highlighting the essence of Onam. The student and teacher committee organised several games and competitions to engage the students. The celebration started at 9.30 a.m. with a procession led by Chendamalam. A Chendamalam team from Ramankari, Alappuzha, kicked off the celebrations, and the centre of attraction of the procession was Maveli, along with the Pulikali team. Rev. Dr. Joseph Parackal, Principal, delivered a message and congratulated the hard work and dedication of students and teachers for the event. Ms. Shyla Jane, Faculty of Commerce, conveyed her wishes as a representative of all teachers. Tug of War, Onappattu, and Malayali Manka-Maaran competitions were conducted on that day. Teachers from different departments were the judges of these competitions. Students played various games such as musical chairs, bread biting, lemon and spoon which created a festive mood throughout the day. The participants displayed great sportsmanship and enthusiasm, making the competitions memorable

for everyone involved. Students from various classes performed dynamic group dances on stage. The attire of students on that day was notable, as most of the male students came in similar-patterned shirts and most of the female students wore traditional sarees. The Onam Celebration concluded with the recognition and reward of competition winners. Prizes were distributed to participants in games like musical chairs, the lemon and spoon race, and tug of war. The Tug of War competition was the main highlight of all competitions. Female students of BA VC and male students of BCom third year won the trophy for the tug of war competitions in their category. The event brought joy and cultural vibrancy and provided a platform for staff and participants to showcase their talents.

On September 26, SJCC staff celebrated the Onam festival, showcasing Kerala’s rich cultural traditions. The event began with programmes like songs, Onappattu, group dances of teachers, and a ramp walk of female staff, which showcased the talents of the staff. Following the programmes, traditional games like musical chairs, lemon and spoon races, and tug of war foster camaraderie among staff members. The Onam Sadhya, a traditional feast, followed, featuring authentic Kerala dishes served on banana leaves. Rev. Dr. Joseph Parackal, principal; Mr. Thomas Joseph, Vice principal; and Prof. Sunny Joseph, Dean of Studies distributed prizes for the competitions.



National Education Policy and the Future of Education in India

The National Education Policy (NEP) of India, unveiled in July 2020, marks a significant milestone in the country’s educational landscape. This policy, which replaced the 34-year-old National Policy on Education, is designed to transform the Indian education system to meet the demands of the 21st century. It is a comprehensive blueprint that envisions an inclusive, holistic, and flexible education system. One of the most notable features of the NEP is its emphasis on holistic and multidisciplinary education. The policy encourages students to pursue a wide range of subjects and promotes flexibility in the choice of courses. It aims to break down the rigid boundaries between different streams of education and encourage cross-disciplinary learning. This approach will equip students with a broader skillset and a deeper understanding of various subjects, preparing them for a rapidly evolving job market.

The NEP recognises the critical importance of early childhood education and proposes the establishment of a strong foundation in the early years. It advocates the development of play-based and activity-based learning methods to foster creativity and cognitive skills among young children. This focus on early childhood education is expected to have a profound impact on future generations, ensuring that students are better prepared for higher-level education. To address the employability challenges faced by Indian youth, the NEP places a strong emphasis on vocational education and skill development. It envisions a seamless integration of academic and vocational streams, allowing students to choose pathways that align with their interests and career goals. This will not only reduce the gap between education and employment but also promote entrepreneurship and innovation.

The NEP acknowledges the transformative role of technology in education. It proposes the integration of digital tools and resources into teaching and learning, making education more accessible and engaging. The policy also encourages the development of online and blended learning programmes, which can enhance the reach of education in remote and underserved areas. India’s rich linguistic and cultural diversity is celebrated in the NEP. The policy promotes the use of the mother tongue or local language as the medium of instruction in early education, ensuring a deeper understanding of concepts and better retention of knowledge. This approach fosters a sense of cultural identity and inclusivity among students. To improve the quality of education, the NEP emphasises the continuous professional development of teachers. It advocates for the establishment of teacher training programmes that equip educators with modern pedagogical techniques and a deeper understanding of subject matter. Quality assurance mechanisms will also be put in place to monitor and enhance the standard of education in schools and universities.

The National Education Policy of India presents a visionary roadmap for the future of education in the country. It envisions a system that is learner-centric, flexible, and aligned with the demands of the 21st century. While its successful implementation will require concerted efforts and resources, it holds the potential to transform India’s education landscape and empower its youth to thrive in an increasingly globalised and technologically driven world.

Warm regards
Principal

Radio Club Inauguration: Marks the Beginning of an Exciting Broadcasting Journey

The inauguration of the Radio Club was auspiciously conducted on August 18th in the Seminar Hall, which was a one-day event followed by an orientation programme for the club members. The inauguration meeting was headed by respectable dignitaries: Fr. Jophy Puthuparambil (Executive Director, SJCC), Fr. Anthony Ethakad (Radio Station Director), and Mr. Geo George (Faculty Coordinator, Radio Club), respectively, who all shared a few words with students. The presidential address was given by Fr. Jophy Puthuparambil, the keynote address by Fr. Anthony Ethackad, and the felicitation speech by K. Vipin Raj Programme Head, 90.8 Radio Media Village.

The Chief Guest of the programme was RJ Vinu, a prominent voice known for his commentary during the Nehru Trophy



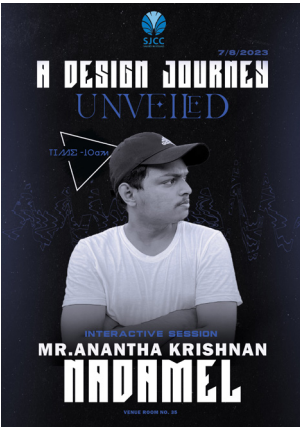
World Photography Day Celebrated at SJCC

On August 19, 2023, SJCC’s Photography Club celebrated World Photography Day with flair. The day featured an impressive photography exhibition, with deserving winners receiving well-earned prizes. The event commenced with the gracious presence of Fr. Joseph Parakkal, the Principal, who inaugurated the proceedings. Mr. Raju Anto, a dedicated lecturer, significantly contributed by skillfully handling the layout and design of the captivating photography magazine. This magazine, curated by Mr. Akhil S. Narayan and published by the renowned cameraman Mr. Sunny Joseph, highlighted the journeys of famous photographers. The entire programme, with its collaborative efforts, made it a day to remember for all photography enthusiasts at SJCC



Design Journey Unveiled by Nadamel

Mr. Anantha Krishnan Nadamel, an NFT Artist and Design Generalist alumnus, conducted an interactive session on August 7, 2023, focusing on portfolio making, current trends in the graphic design industry, and emerging software. He emphasised the importance of building a strong portfolio as a visual representation of an individual’s skills, creativity, and expertise. The session was informative and enlightening, allowing attendees to gain insights into portfolio making, current trends, and emerging software in graphic design. After the interactive session, participants were left with new knowledge and inspiration to enhance their skills and create impactful portfolios.



‘Vallam Kali, who has made a place for himself in the last few years in the radio industry and shared some of his valuable words. The inaugural lamp was lit auspiciously by the esteemed Chief Guest, the present dignitaries, and the student representatives to mark the beginning of the Radio Club. The inauguration came to a culmination with vote of thanks by Juan Abraham Thomas (Student Representative, Radio club).

The meeting was followed by an orientation programme led by the Chief Guest himself as a small training session for the members filled with his valuable knowledge gathered throughout the years and activities that helped exercise the skill sets and perspective building required for an aspiring RJ or radio technician. Finally, a vote of thanks was given by Mr. Vishnu C. (Asst. Professor, Dept. of Media Studies and Sound) as a sweet closing note to the programme with his words.

Freshers’ Day Kicks Off

St. Joseph College of Communication kicked off the new academic year with a spirited Freshers’ Day celebration called “Memento.” The event, held on July 31st was a vibrant gathering of newcomers, students, and teachers. Arjun Sundaresan, popularly known as ARJYOU, a successful alumnus and phenomenal YouTuber, graced the occasion as the guest of honour, sharing inspiring experiences and humorous advice with the new students. Principal Fr. Dr. Joseph Parackal and the college management welcomed the newcomers and encouraged them to make the most of their college journey.

The college student union’s hard work made “Memento” a success, featuring dance performances and captivating acts. Ice-breaking games helped new students from BA and MA programmes initiate their journey and enhance their overall experience and integration into the college community. As the day progressed, excitement filled the air. The event concluded with more games and music, leaving a lasting impression on the new students. This Freshers’ Day celebration set the tone for a promising year ahead, where the college community is committed to supporting students in their educational journey.



Changanassery Unites Against Drugs: SJCC students-led street play ignites community involvement

In an impressive display of community unity and determination, students from our college recently took to the streets to spearhead the anti-drug campaign in collaboration with Radio Media Village, 90.8, and the Kerala State Excise Department. The impactful street play unfolded across more than seven prominent intersections in Changanassery over a span of four days.

Notable figures from various villages and community leaders lent their support to this vital cause. Among the dignitaries who inaugurated the street play at respective

junctions within their panchayats were Mini Vijayakumar, President of Vazhappilly panchayat; K. D. Mohanan, President of Payippad panchayat; James Veshnal, Opposition Leader of Nalukodi panchayat; Binoy, Vice President of Kunnumpuram panchayat; and Noufal P. M., Member of Thengana panchayat.

The conclusion of the street play series took place at the college on August 3rd at 3:30 pm, which was inaugurated by Fr. Jophy Puthuparambil, the Executive Director of the Media Village Group of Institutions. The street play not only captivated audiences but also served as a beacon of hope in the ongoing battle against drug abuse within the community

Softskill Training for Non-Teaching Staff

On September 2, 2023, a soft skills training programme for non-teaching staff was conducted at the seminar hall of our institution. The purpose of this programme was to enhance the interpersonal and communication skills of our non-teaching staff, ultimately contributing to a more efficient and productive work environment. The programme began with a moment of silent prayer, setting a reflective and focused tone for the day. Rev. Dr. Joseph Parackal, our esteemed Principal, extended a warm welcome to all the participants. His opening remarks created a welcoming atmosphere for the attendees. Fr. Jophy Puthuparambu, the Executive Director, graced the occasion by inaugurating the training session. He illuminated a traditional lamp, symbolising the beginning of the event, and addressed the gathering with inspiring words. The core of the event featured Mr. Sanju P. Cherian, a seasoned soft skills trainer. Mr. Sanju delivered an engaging and informative training session that covered various aspects of soft skill development. Topics included effective communication, teamwork, time management, and conflict resolution. Following the training session, Mrs. Simy Antony, our HR Manager, expressed her gratitude on behalf of the institution. Her vote of thanks acknowledged the efforts of all participants and organizers. After the soft skills training, there was an exclusive session with Fr. Jophy Puthuparambu, the Executive Director. This provided an opportunity for the staff to interact directly with the leadership and gain insights into the institution’s vision and goals. The soft skills training programme concluded promptly at 4:00 p.m. This intensive one-day session aimed at improving the non-teaching staff’s professional skills and fostering a more harmonious work environment.

