

## CRITERION 1 – CURRICULAR ASPECTS

### 1.4 FEEDBACK REPORT

#### 1.4.2 FEEDBACK PROCESS OF THE INSTITUTION MAY BE CLASSIFIED AS:

OPTIONS (SELECT ANY ONE THAT IS APPLICABLE):

- A. FEEDBACK COLLECTED, ANALYSED AND ACTION TAKEN ON FEEDBACK AND RELEVANT DOCUMENTS ARE MADE AVAILABLE ON THE INSTITUTIONAL WEBSITE
- B. FEEDBACK COLLECTED, ANALYSED AND ACTION HAS BEEN TAKEN
- C. FEEDBACK COLLECTED AND ANALYSED
- D. FEEDBACK COLLECTED
- E. FEEDBACK NOT OBTAINED/COLLECTED

#### Option A

<b>Criterion Number</b>	<b>1</b>
<b>Metric</b>	<b>1.4.2</b>
<b>Details</b>	Action taken report of the Institution on feedback report as minuted by the Governing Council, Syndicate, Board of Management/School of Mass Communication
<b>Pages</b>	<b>1 to 43</b>



# VELS



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)  
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)  
PALLAVARAM - CHENNAI

ACCREDITED BY **NAAC** WITH '**A**' GRADE  
*Marching Beyond 30 Years Successfully*  
INSTITUTION WITH **UGC 12B** STATUS

## ACTION TAKEN REPORT

### SCHOOL OF MASS COMMUNICATION

2022-2023

School	Stakeholders	Consolidated feedback	Action taken
School of Mass Communication	Academic Peers	<ul style="list-style-type: none"><li>● Digital media and its influence can be taught.</li><li>● Students can be encouraged to take interdisciplinary courses in the School of Mass Communication.</li></ul>	<ul style="list-style-type: none"><li>● Graphics Design and Value-added courses like UI&amp;UX.</li><li>● The photography course was opted for by B.Sc Animation students, and 3D Animation and Visual Effects opted by Visual Communication.</li></ul>
	Professionals	<ul style="list-style-type: none"><li>● Production of media content must be encouraged.</li><li>● The role of AI and advanced techniques in the field of media can be taught as case studies along with the curriculum.</li></ul>	<ul style="list-style-type: none"><li>● The department arranges media internships in media production houses &amp; MoUs &amp; and Industrial visits to media production houses, shooting spots, etc. Students get hands-on training during institute vents - shooting on campus, preparing promotional videos, attending short film festivals, and collaborating on projects.</li><li>● We offer AI in game design and B.Sc Animation.</li></ul>

**Campus :** Velan Nagar, P.V. Vaithiyalingam Road, Pallavaram, Chennai - 600 117. INDIA.

**Phone :** (91-44) 2266 2500 / 2266 2501 / 2266 2502 / 2266 2503, **Fax :** (91-44) 2266 2513

**Email :** vels@vistas.ac.in **Website :** www.vistas.ac.in

**Admin. Office :** 521/2, Anna Salai, Nandanam, Chennai - 600 035. **Tele Fax :** 2431 5541 / 2431 5542



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	Parents	<ul style="list-style-type: none"><li>● Ethical commitments and values in various stages of media must be taught.</li><li>● Encouraging and motivating students about the scope of animation and organizing seminars/webinars about career opportunities.</li></ul>	<ul style="list-style-type: none"><li>● Media laws and media ethics courses are offered in B.Sc Vis.Com and M.Sc Vis.Com. Scholars are also engaged in Ph.D. research.</li><li>● Alumni interactions and industrial expert interactions, workshops, seminars, and guest lectures are organised at regular intervals.</li></ul>
	Alumni	<ul style="list-style-type: none"><li>● Motivating students to do hands-on projects and assignments.</li><li>● Reels and short film competitions can be organised.</li></ul>	<ul style="list-style-type: none"><li>● Projects and internships are offered to provide hands-on training. In addition to this, students are encouraged to participate in intra-college and inter-college events to enhance their skills further.</li><li>● Students participated in and organised Media Craft, Vels Stars, and Vels Nakshatra events in VISTAS. Students also participated in national and international level short film competitions organised by NGOs and Government Organisations.</li></ul>



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	Employers	<ul style="list-style-type: none"><li>● Flipped classrooms or blended programs can be implemented in media creation courses.</li></ul>	<ul style="list-style-type: none"><li>● A campaign strategy course is offered at M.Sc Vis.Com. With a major emphasis on blended learning.</li></ul>
	Students	<ul style="list-style-type: none"><li>● Improving communication skills</li><li>● Focusing on entrepreneurship programs and internships</li></ul>	<ul style="list-style-type: none"><li>● Students are imparted knowledge through soft skill courses, orientation programs and placement training courses</li></ul>



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# **SAMPLE PROOF OF ACTION TAKEN REPORT**

# **VALUE ADDED COURSE**

 <b>VELS</b> <small>INSTITUTE OF SCIENCE, TECHNOLOGY &amp; ADVANCED STUDIES (VISTAS)</small> <small>(Operated under University Order no. 7 of 2016 UGC Act, 1956)</small> <small>PALLAVURAI - CHENNAI</small> <small>ACCREDITED BY NAAC WITH 'A' GRADE</small> <small>Marching Beyond 30 Years Successfully</small> <small>INSTITUTION WITH UGC 12B STATUS</small>	DEPARTMENT RECORDS	DOC.NO: VISTAS/VISCOM/VAC/PRO/01
	DEPARTMENT OF VISUAL COMMUNICATION	DATE : 22.02.2023
		PAGE : 1 of 1
		ACADEMIC YEAR: 2022-2023
<b>Vels Institute of Science, Technology &amp; Advanced Studies (VISTAS)</b>		
<b>VAC - Proposal</b>		

### Submitted to the Registrar

We are planning to conduct a value-added course titled “Basics of UI/UX Design” for Viscom Department Students. The course will benefit the students for their career and placement activities. We kindly request you to grant permission to conduct the same.

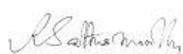
#### COURSE DETAILS:

S. No.	Duration of the Course	Name of the Course	Conducting Department	Course Coordinator(s)	Assessment Type	Whether available in curriculum
1	33 Hrs.	Basic to advanced learning in User Interface Design	Visual Communication	Sathiamoorthy R Assistant Professor Viscom, VISTAS	Multiple Choice Questions	No

#### OUTCOMES:

Students will be able to

- ❖ Comprehend the basic knowledge about UI/UX Design.
- ❖ Know the Principles, Planning and Research of UI/UX Design.



Course Coordinator



HOD



 <p> <b>VELS</b>  <small>INSTITUTE OF SCIENCE, TECHNOLOGY &amp; ADVANCED STUDIES (VISTAS)</small>  <small>Approved by the University Bar Council for UGC Act, 1956</small>  <small>PALLAVARAM - CHENNAI</small>  <small>ACCREDITED BY NAAC WITH 'A' GRADE</small>  <i>Marching Beyond 30 Years Successfully</i>  <small>INSTITUTION WITH UGC 12B STATUS</small> </p>	DEPARTMENT RECORDS	DOC.NO: VISTAS/VISCOM/VAC/PRO/01
	DEPARTMENT OF VISUAL COMMUNICATION	DATE : 02.03.2023
		PAGE : 1 of 1
		ACADEMIC YEAR: 2022-2023
<b>Vels Institute of Science, Technology &amp; Advanced Studies (VISTAS)</b>		
<b>CIRCULAR</b>		

Ref. No.: VISTAS/VISCOM/VAC/2022-23/01

Date: 02.03.2023

It is informed that value added Course on “22VACUD62 – Basics of UI/UX Design” will be conducted from **06.03.2023 to 11.03.2023**. **Registration will be on a First Come First Serve basis**. Students are asked to enroll your names for the above-mentioned course as earlier as possible.

HODs and respective department staff members are instructed to follow-up the same. Your wholehearted co-operation is needed to conduct the sessions in a gentle manner.

Last date for Registration : 05.03.2023

Course Coordinator : Mr. SATHIAMOORTHY R, AP/VISCOM

Mail ID : Sathiamoorthy.smc@velsuniv.ac.in

**Note:**

**All Department Notice Board**

# **CURRICULUM**

### MINUTES OF BOARD OF STUDIES

The Board of Studies meeting for the Programmes B.Sc. Visual Communication, B.Sc. Animation, M.Sc. Visual Communication, B.Sc. Game Designing, B.Sc. Visual Effects and B.A Film Production, **School of Mass Communication**, VISTAS was held on **23.04.2021** at 3.00 pm in Animation Lab, Dr. M.G.R. Block to discuss the **revision of UG Program Curriculum & Syllabi of B.Sc Animation for the Regulation 2021** which to be followed from the Academic year 2021-2022.

#### The following members were present for the BoS meeting

S.No	Name	Affiliation	Role
1	Dr.P Sri Jothi	Associate Professor and Head Department of Visual Communication School of Mass Communication Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai-600 117	Chair Person
2	Mr.P. Natarajan	Assistant Professor and Head SRM Arts and Science College, Kattangulathur. Chennai.	External Expert
3	Mr.M. M. Rengasamy	Film Maker, Chennai.	External Expert
4	Ms. Sruthi Nair	Simply Sruthi, YouTube Channel Entrepreneur	Alumni Member
5	Mr S Kalaiselvan	Assistant Professor and Head Department of Animation School of Mass Communication Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai-600 117	Internal Member
6	Mrs.Mary Genila	Assistant Professor Department of Visual Communication School of Mass Communication Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai-600 117	Internal Member
7	Dr.Chitramai	Assistant Professor Department of Visual Communication School of Mass Communication Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai-600 117	Internal Member

8	Mr.Kalimuthu	Assistant Professor Department of Visual Communication	Internal Member
		School of Mass Communication Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai-600 117	
9	Mr.Branesh A K	Assistant Professor Department of Visual Communication School of Mass Communication Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai-600 117	Internal Member

#### AGENDA OF THE MEETING

Item No.	Particulars
<b>BoS / 2021 / SOMC / UG&amp; PG / 7.1</b>	Review and confirm minutes of 5 <sup>th</sup> BOS meeting held on 25.05.2018
<b>BoS / 2021 / SOMC / UG&amp; PG / 7.2</b>	Objective of the Revision for new syllabus shown in Annexure I
<b>BoS / 2021 / SOMC / UG&amp; PG / 7.3</b>	Feedback from Stakeholders to ensure that the syllabus of the courses include the state-of-the-art technologies focusing on skill development, employability, and entrepreneurship
<b>BoS / 2021 / SOMC / UG&amp; PG / 7.4</b>	% of Syllabus Revision in the following Programs a. B.Sc Visual Communication b. B.Sc. Animation c. M.Sc Visual Communication d. B.Sc Game Designing e. B.Sc Visual Effects f. B.A Film Production
<b>BoS / 2021 / SOMC / UG&amp; PG / 7.5</b>	Resolved that the Curriculum & Syllabus for the B.Sc Visual Communication, B.Sc. Animation, M.Sc Visual Communication, B.Sc Game Designing, B.Sc Visual Effects and B.A Film Production (Regulation 2021)

## **MINUTES OF THE MEETING**

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**Dr.P Sri Jothi**, Associate Professor and Head Department of Visual

Communication, Chairman, BoS initiated the meeting with a warm welcome and introduced the external members, the internal and co-opted members, and thanked them for accepting the invitation to the 4<sup>th</sup> BoS meeting.

### **BoS / 2021 / SOMC / UG& PG / 7.1**

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Review and confirm minutes of 5<sup>th</sup> BOS meeting held on 25.05.2018

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The 7<sup>th</sup> BoS Meeting for B.Sc Animation under regulation 2021 was held on 23.04.2021 and confirmed the following points

- To develop the curriculum based on Learning Outcome based Curriculum Framework (LOCF)
- Value Added Courses for First and Second Year Students
- Admission Details
- Department Vision, Mission in line with Institute's vision and Mission

**Minutes are Reviewed and Confirmed**

### **BoS / 2021 / SOMC / UG& PG / 7.2**

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Objective for revision of Curriculum

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- To develop the curriculum and syllabi based on the guidelines of UGC and the principles of Outcome Based Education (OBE)/Learning Outcome Based Curriculum Framework (LOCF).
- To implement the guidelines and suggestions of the new education policy.
- To consider present trend in the respective fields and industry relevant interdisciplinary courses
- To enhance the Course Outcomes (CO) of all the courses by focusing on skill development, employability, and entrepreneurship.
- To consider the mapping of CO to the Program Outcomes (PO) and Programme Specific Outcomes (PSO) of all the courses using the defined Competencies and Performance Indicators.

**Minutes are Reviewed and Confirmed**

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**BoS / 2021 / SOMC / UG& PG / 7.3**

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Feedback from Stakeholders to ensure that the syllabus of the courses include the state-of-the-art technologies focusing on skill development, employability, and entrepreneurship.

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**Alumni:** The curriculum is well structured and the syllabus has been updated to improve the hands on knowledge. Industrial interaction can be improved and more credits can be given for Internship and Projects. The curriculum of B.Sc. Animation, should consider more hands on courses, in partnership with Industries.

**Industry and Academic Experts:** Syllabus is updated with courses that include the recent technological advancements. Blended learning, Internship, Industrial visit, SWAYAM courses and Project based courses can improve the hands on knowledge and exposure of the students. Industry based projects and mini projects can to improve the quality of students work and give them better exposure.

The Competencies and Performance Indicators (PI) are well defined for both the programmes. The CO-PO mapping is based on Knowledge Levels and is well justified.

**Minutes are Reviewed and Confirmed**

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**BoS / 2021 / SOMC / UG& PG / 7.4**

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% of Syllabus Revision in the following Programs

- a. B.Sc Visual Communication
- b. B.Sc. Animation
- c. M.Sc Visual Communication
- d. B.Sc Game Designing
- e. B.Sc Visual Effects
- f. B.A Film Production

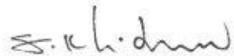
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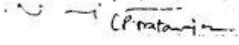
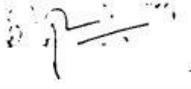
**BoS / 2021 / ANIM / UG / 7.5**

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- Resolved that the Curriculum & Syllabus for the B.Sc Visual Communication, B.Sc. Animation, M.Sc Visual Communication, B.Sc Game Designing, B.Sc Visual Effects and B.A Film Production (Regulation 2021), designed as per the Learning outcome-based curriculum framework (LOCF) guidelines of UGC, effective from the Academic Year 2021-2022 be approved.
- The Board of Studies resolved to approve the above suggestions for B.Sc Visual Communication, B.Sc. Animation, M.Sc Visual Communication, B.Sc Game Designing, B.Sc Visual Effects and B.A Film Production brought forward by the Chairman incorporating the above changes. The meeting was concluded at 04.30 PM with a vote of thanks by Mr. S. Kalaiselvan , Head of Department, Animation.

Signatures of the Members

S.No	Name	Affiliation	Signature
Internal Member			
1	Dr.P Sri Jothi ( Chair Person)	Associate Professor and Head Department of Visual Communication School of Mass Communication Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai-600 117	
2	Mr S Kalaiselvan	Assistant Professor and Head Department of Animation School of Mass Communication Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai-600 117	
3	Mrs.Mary Genila	Assistant Professor Department of Visual Communication School of Mass Communication Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai-600 117	
4	Dr.Chitramai	Assistant Professor Department of Visual Communication School of Mass Communication Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai-600 117	
5	Mr.Kalimuthu	Assistant Professor Department of Visual Communication School of Mass Communication Vels Institute of Science	

		Technology and Advanced Studies, Pallavaram, Chennai-600 117	
6	Mr. Branesh A K	Assistant Professor Department of Visual Communication School of Mass Communication Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai-600 117	
<b>External Expert</b>			
7	Mr.P. Natarajan	Assistant Professor and Head SRM Arts and Science College, Kattangulathur. Chennai.	
8	Mr.M. M. Rengasamy	Film Maker, Chennai.	
<b>Alumni</b>			
9	Ms. Sruthi Nair	Simply Sruthi, YouTube Channel Entrepreneur	

**MOU**

From  
Dr. P. Sri Jothi  
Head, Department of Visual Communication,  
School of Mass communication  
VISTAS, Chennai – 600117

18/04/2022

To  
The Registrar,  
VISTAS, Chennai – 600117

Respected Sir,

Sub. Submission of service agreement for approval - reg.

As per the approval of the proposal with regard to collaboration with Generation 360 as educational partner to conduct event, hereby I submit the service agreement document copy which is to be signed to proceed further, for your kind approval. /A

Kindly look into it and do the needful.

\*Approved proposal Enclosed

\* Service agreement copy

Thank you.

Yours Sincerely,

*(Signature)*

*A May be approved Approved*

*(Signature)  
9/4/22  
R*

*(Signature)  
9/4/22  
K.C.*

*(Signature)  
9/4/22*

## Service Agreement

To,  
Dr. Sri Jothi P  
HOD - Viscom  
Vels Institute of Science Technology and Advanced Studies

Date: 11/04/2022

From,  
Jayesh Paniker  
25, No: 51, Sigaram Towers, Kumaran Colony Main Road, Vadapalani,  
Next to Apollo Medical Center,  
Chennai, Tamil Nadu 600026

This Service Agreement is being made between Generation360™ Media Solutions Private Limited (hereby referred as Generation360™) located at Chennai, Tamil Nadu and Vels Institute of Science Technology and Advanced Studies located at Chennai, Tamil Nadu and the agreement will become effective from 8th April 2021<sup>2022</sup>. Both Generation360™ and VELS University may be referred to in this agreement individually as a "Party" and collectively as the "Parties". The parties agree that the following terms and conditions shall apply to the services that may be provided by both under this agreement.

1 | Page

Generation360™ Media Solutions Private Limited  
CIN: U92490TN2020PTC138130  
+91 877866 03840  
[contact@generation360.in](mailto:contact@generation360.in)  
[www.generation360.in](http://www.generation360.in)

## 1. Services

Vels Institute of Science Technology and Advanced Studies will perform the services listed in this Section 1.a. The Parties acknowledge that their obligations pursuant to this Agreement serve as good and valuable consideration for this Agreement.

### a. Vels Institute of Science Technology and Advanced Studies **Services To Be Delivered:**

- 1) To promote the event content on social media platforms, also to schools and colleges
- 2) Provide judges (Viscom Faculty) for the online judging process
- 3) Connect with Celebrities to be Brand Ambassadors and Judge for the Media Carnival event
- 4) Need 10 interns to work on the event from April to June 2022
- 5) Put the event posters across all campus

### b. **Generation360™ Services to be Delivered**

- 1) Interaction with judges in VIP Lounge, VELS content to be published on Digital Platforms during the event duration
- 2) Print Media Ad, Promotion in Radio Partner, Social Media Promotion
- 3) Logo on Backdrop, Side LED wall, Logo on winners and participants Certificates
- 4) Logo for Banner, Standees and other marketing collaterals
- 5) Post event social media promotions Interns will get certificate from Generation360

## 2. Term

The term of this Agreement is until the 15<sup>th</sup> June, 2022 or unless terminated earlier for other reasons available in this Agreement.

## 3. Termination

2 | Page

Generation360™ Media Solutions Private Limited  
CIN: U92490TN2020PTC138130  
+91 877866 03840  
[contact@generation360.in](mailto:contact@generation360.in)  
[www.generation360.in](http://www.generation360.in)

- a. If either Party wants to terminate the Agreement before the termination date, they must provide the other Party 10 days written notice.
- b. This Agreement will automatically terminate when both Parties have performed all their obligations under the Agreement and all payments have been received.

#### 4. Relationship of the Parties

- a. **Exclusivity:** The Parties understand that this Agreement is an exclusive arrangement
- b. **Consultant:** The service provider in this agreement are independent entities but will contribute as partners for the promotional activities.

#### 5. Waiver

Neither Party can waive any provision of this Agreement, or any rights or obligations under this Agreement, unless agreed to in writing by the Parties. If any provision, right, or obligation is waived, it is only waived to the extent agreed to in writing.

#### 6. Amendments

This Agreement may be modified as needed. To make a modification, the Parties have to agree to the modification in writing (an "Amendment"). The terms of this Agreement will apply to any Amendment the Parties make.

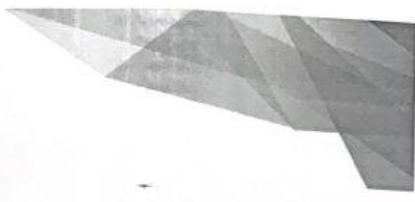
#### 7. Assignment

The Parties may not assign the responsibilities that they have under this Agreement to anyone else unless both Parties agree to the assignment in writing.

#### 8. Dispute Resolution

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[contact@generation360.in](mailto:contact@generation360.in)  
[www.generation360.in](http://www.generation360.in)

- 
- a. **Negotiation.** In the event of a dispute, the Parties agree to work towards a resolution through good faith negotiation.
  - b. **Mediation/Arbitration.** If talking it over does not go well, either Party may initiate mediation or binding arbitration as per the law and in the state of Tamil Nadu, India.

**9. Entire Agreement**

This Agreement puts the Parties entire understanding of the Services to be performed and anything else the Parties have agreed. This Agreement supersedes any other written or verbal communications between the Parties.

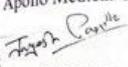
**10. Severability**

If any section of this Agreement is found to be invalid, illegal, or unenforceable, the rest of the Agreement will still stand.

**11. Notices**

All notices, under this Agreement must be sent by parties either by email whether official/personal or by a registered mail.

**Generation360™ Media Solutions Pvt Ltd**  
The Executive Centre - 25, No: 51, Sigaram Towers, Kumaran Colony Main Road, Vadapalani,  
Next to Apollo Medical Center, Chennai, Tamil Nadu 600026

Signed:   
Name: Jayesh Paniker  
Title: Founder Director  
Date: 06-04-2022

**Vels Institute of Science Technology and Advanced studies**

Signed:  
Name:  
Title:  
Date: 11-04-2022

5 | Page

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करीब (6) तमिलनाडु TAMIL NADU  
8813 VISTAS  
- 1 APR 2022

00AC 845807  
S. KESAVARAJ  
Stamp Vendor  
No. 19, G.S.T. Road, Pallavaram, Ch - 43.  
L.No.14325 / 94 Ph : 9176558785

### Service Agreement

This Service Agreement is being made between Generation360™ Media Solutions Private Limited (hereby referred as Generation360™) located at Chennai, Tamil Nadu and Vels Institute of Science Technology and Advanced Studies (VISTAS) located at Chennai, Tamil Nadu and the agreement will become effective from 5<sup>th</sup> April 2022. Both Generation360™ and Vels Institute of Science Technology and Advanced Studies (VISTAS) may be referred to in this agreement individually as a "Party" and collectively as the "Parties". The parties agree that the following terms and conditions shall apply to the services that may be provided by both under this agreement.

Jayesh Ramk

  
Registrar  
Vels Institute of Science, Technology  
& Advanced Studies (VISTAS)  
Pallavaram, Chennai - 600 117.

1. **Services**

Vels Institute of Science Technology and Advanced Studies will perform the services listed in this Section 1.a. The Parties acknowledge that their obligations pursuant to this Agreement serve as good and valuable consideration for this Agreement.

a. **Vels Institute of Science Technology and Advanced Studies Services To Be Delivered:**

- 1) To promote the event content on social media platforms, also to schools and colleges
- 2) Provide judges (Viscom Faculty) for the online judging process
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*Jayesh Panik*



Registrar  
Vels Institute of Science, Techno  
& Advanced Studies (VISTAS)  
Pallavaram, Chennai - 600 117.

2. **Term**

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- a. If either Party wants to terminate the Agreement before the termination date, they must provide the other Party 10 days written notice.
- b. This Agreement will automatically terminate when both Parties have performed all their obligations under the Agreement and all payments have been received.

4. **Relationship of the Parties**

- a. **Exclusivity:** The Parties understand that this Agreement is an exclusive arrangement
- b. **Consultant:** The service provider in this agreement are independent entities but will contribute as partners for the promotional activities.

5. **Waiver**

Neither Party can waive any provision of this Agreement, or any rights or obligations under this Agreement, unless agreed to in writing by the Parties. If any provision, right, or obligation is waived, it is only waived to the extent agreed to in writing.

6. **Amendments**

This Agreement may be modified as needed. To make a modification, the Parties have to agree to the modification in writing (an "Amendment"). The terms of this Agreement will apply to any Amendment the Parties make.

*Jayesh Panik*

  
Registrar  
Vels Institute of Science, Technology  
& Advanced Studies (VISTAS)  
Pallavaram, Chennai - 600 117.

7. **Assignment**

The Parties may not assign the responsibilities that they have under this Agreement to anyone else unless both Parties agree to the assignment in writing.

8. **Dispute Resolution**

- a. **Negotiation.** In the event of a dispute, the Parties agree to work towards a resolution through good faith negotiation.
- b. **Mediation/Arbitration.** If talking it over does not go well, either Party may initiate mediation or binding arbitration as per the law and in the state of Tamil Nadu, India.

9. **Entire Agreement**

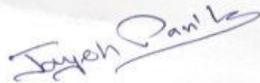
This Agreement puts the Parties entire understanding of the Services to be performed and anything else the Parties have agreed. This Agreement supersedes any other written or verbal communications between the Parties.

10. **Severability**

If any section of this Agreement is found to be invalid, illegal, or unenforceable, the rest of the Agreement will still stand.

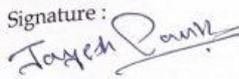
11. **Notices**

All notices, under this Agreement must be sent by parties either by email whether official/personal or by a registered mail.



**Registrar**  
Vels Institute of Science, Technology  
& Advanced Studies (VISTAS)  
Pallavaram, Chennai - 600 117.

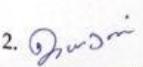
Generation360™ Media Solutions  
Pvt. Ltd

Signature :   
Jayesh Paniker  
Founder Director

Date: 5/4/2022

WITNESS :

1.   
(J.F. VIMAL ANDREWS)

2.   
(mohanarangan)

Vels Institute of Science Technology  
and Advanced studies (VISTAS)

Signature :   
Dr. P. Saravanan Registrar  
Vels Institute of Science, Technology  
& Advanced Studies (VISTAS)  
Pallavaram, Chennai - 600 117.

Date: 5/4/2022

1. 

2.   
P. SRI JOTHI

# **PLACEMENT TRAINING**



HOD Economics Vels University &lt;hodeco@velsuniv.ac.in&gt;

## Placement Training For UG And PG Students

Placement Executive VISTAS <placementexecutive@velsuniv.ac.in>

Mon, Jan 23, 2023 at 3:08 PM

To: Placement Vels University <placement@velsuniv.ac.in>, HoD Commerce - CS VISTAS

<hodcommerce.cs@velsuniv.ac.in>, HOD Dept of BBA Vels University <hodbba@velsuniv.ac.in>, hodeco@velsuniv.ac.in,

hodviscom@velsuniv.ac.in, HoD English VISTAS <hodenglish@velsuniv.ac.in>, hodbiochem@velsuniv.ac.in,

hodmicrobio@velsuniv.ac.in, hodchemistry@velsuniv.ac.in, HOD Physics <hodphysics@velsuniv.ac.in>,

director.sps@velsuniv.ac.in, hodbioinfo@velsuniv.ac.in, hodmaths@velsuniv.ac.in, hodanimation@velsuniv.ac.in,

hodbiotech@velsuniv.ac.in

Cc: sudha.sms@velsuniv.ac.in, onyx.sms@velsuniv.ac.in, rrajeshkanna.sms@velsuniv.ac.in, "Dr.S.Chandrachud"

<chud.sms@velsuniv.ac.in>, mgenila.smc@velsuniv.ac.in, AK Branesh Vels University <braneshak.smc@velsuniv.ac.in>,

rajim.sl@velsuniv.ac.in, shobana.sls@velsuniv.ac.in, rajyoganandh.sls@velsuniv.ac.in, Sowmi.sbs@velsuniv.ac.in,

"R.Anandhi VISTAS" <anandhi.sbs@velsuniv.ac.in>, priyanga.sps@velsuniv.ac.in, Priya VISTAS <priya.sls@velsuniv.ac.in>,

"Mr.M.K.Vediappan Asst.Prof." <mkvediappan.sbs@velsuniv.ac.in>

**Date: 23.01.2023**

## Department of Training and Placement Circular

To

HOD's of Arts Science, Life Science & Pharmacy.

**VISTAS.**

Dear Sir / Madam,

### Sub: Soft skills,Aptitude,Interview Skills Training Programme

The details of Soft Skills, Technical, and Aptitude Training Programme are given below. It is mandatory for all final year students except sports and NRI students.

Trainers	Departments	Dates
<b>Time</b>	B.ComCS ,B.AEconomics, <b>Viscom, Animation</b> , English, Journalism,Biotechnology,Microbiology,Biochemistry, Chemistry,Physics,Biocomputing,Pharmacy,M. Pharmacy PharmD, M.Sc Maths.	<b>24 to Jan 2023 to 02 Feb to 2023</b>

**Total No of hours** – 35 hours

**Morning Batch Timing:** 9.30 a.m. to 3.00 p.m. (Lunch: 12.00 p.m. to 12.30 p.m.)

**The Students must be present in all 7 days:** Timing: 9.15 a.m.

5/14/24, 3:27 PM

Vels University Mail - Placement Training For UG And PG Students

**Discipline:** The HOD and respective class in charge Staff to ensure the student's discipline. If any student violates and indulges in unlawful activities against the trainer, disciplinary action will be taken against him/her. Absentees will not be allowed to take part in Campus Drive Process.

Thanks & Regards  
Pradeep

# **INTERNSHIP**

# MONKSTUDIOS

No:34, 2nd Street, Aanandha Nager,  
Ramapuram, Chennai - 600 089.  
Mobile: +91 92620 62092  
E-mail: monkstudiosindia@gmail.com

## INTERNSHIP OFFER LETTER

Dec 19, 2022

This to certify that I.Naresh , M.Sc Visual Communication, a student of Vels Institute of Science, Technology & Advanced Studies (VISTAS) will be undergoing internship program in **Dance Jodi Dance Non-Fiction show in Zee Tamil.**

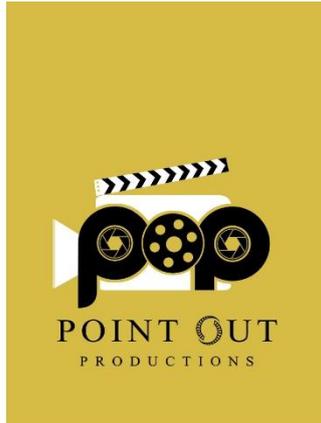
He will be undertaking internship in our direction department. The internship will be of 1month commence from 20/12/2022 to 20/01/2023.

We wish you all the best.

For **MONK STUDIOS**

*r.magesh*

Partner



"I planted the seed, Apollos watered it, but God has been making it grow"  
1 corin - 3:6

Date : 21-02-2023

## INTERNSHIP



pointoutstudios@gmail.com



+91 9843458031  
+91 94999 19007



/ point out production

To

The Head of the Department,  
Department of Visual Communication,  
Vels Institute of Science, Technology &  
Advanced Studies (VISTAS),  
Pallavaram-Chennai-India

Respected Sir,

We are pleased to inform you that, Mr.M. Ajith  
Reg No:20108236 has successfully completed his internship  
period in POINT OUT PRODUCTION from 20-12-2022 to  
13.01.2023. His efforts and works are quite appreciative.  
He engaged himself in photography team. We are happy to  
know that he wishes to continue to work in our  
organization after he completes his course.

Thanks & Regards

**JASWA R**

Founder  
DoP/Photographer/Editor

*MAKE A WISH - MAKE A CHANCE - MAKE A CHANGE*



No.157/37c J.N.Road, Gandhipuram, Thiruvallur, Tamil Nadu, India -602001



FLIM INTERNATIONAL  
PRODUCTION COMPANIES

GSTIN : 33HMFPS4614N1ZK

31/01/2023

**TO WHOM IT MAY CONCERN**

This is to certify that MISS.PAMULA ANUSHA student of **VELS INSTITUTE OF SCIENCE & TECHNOLOGY AND ADVANCED STUDIES**. Have successfully completed his 1 month internship program in our **SK FILM PRODUCTION LTD.**

**FROM: 01/01/2023 TO: 31/01/2023**

**Name : PAMULA ANUSHA**

**COLLEGE: VISTAS PALLAVARAM**

**REG NO: 22229107**

**POSITION: ASSISTANT DIRECTOR**

**PROJECT: #NNK (NODIGALAL NAAM KARIYA)**

**EMPLOY ID: SKIP9012**

**This is issued for the purpose of education only in concern institutions.**

**SK FILM INTERNATIONAL  
PRODUCTION COMPANY PVT. LTD.  
CHENNAI**

**SK FILM INTERNATIONAL PVT LTD.**



*S. K. S.*  
**Founder, CEO**

044-22412371  
+91 80155 68684

skfilminternational@gmail.com

No .7, Sunrise Avenue, 2nd Cross Street,  
Sri Kapaleswarar Nagar, Neelankarai,  
Chennai - 600041

# **INDUSTRIAL VISIT**



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)  
(Deemed to be University. Estd. as 3 of the UGC Act, 1956)  
PALLAVARAM - CHENNAI

ACCREDITED BY NAAC WITH 'A' GRADE  
INSTITUTION WITH UGC 12B STATUS  
Marching Beyond 30 Years Successfully

Dr .P. Saravanan. M.A., M.Phil., Ph.D.  
Registrar

Date: 07/02/2023

To

The Chief Booking Officer,  
Southern Railway,  
Chennai.

SUB: Requesting bulk booking for Train Tickets

Respected sir,

The Department of Visual Communication has planned to execute industrial visit for I&II MSc, III year Bsc and III DIPLOMA Visual Communication in the month of March 2023. Kindly grant us student concession for bulk booking of tickets for 50 Students and 5 faculties with respect to the following schedule

Date	Train Name	Train Number	Departure	Arrival
08.03.2023	Charminar Express	12759	Tambaram	Hyderabad
11.03.2023	Charminar Express	12760	Hyderabad	Tambaram

Student Representative:

1. S. Jagan Nivas

Thanking you

Registrar

REGISTRAR  
VELS INSTITUTE OF SCIENCE, TECHNOLOGY  
& ADVANCED STUDIES (VISTAS)  
Velan Nagar, P.V. Vaithiyalingam Road,  
Pallavaram, Chennai-600 117.

Campus : Velan Nagar, P.V. Vaithiyalingam Road, Pallavaram, Chennai - 600 117, INDIA.  
Phone : (91-44) 2266 2500 / 2266 2501 / 2266 2502 / 2266 2503, Fax : (91-44) 2266 2513  
Email : vels@vistas.ac.in Website : www.vistas.ac.in  
Admin. Office : 521/2, Anna Salai, Nandanam, Chennai - 600 035. Tele Fax : 2431 5541 / 2431 5542

### VISCOM IV LIST

Sl. No	Name	Sex	Age
1	Pamula Anusha	F	21
2	S. Bhuvaneshvaei	F	21
3	Swathi.K	F	22
4	Joan of arc.B.J	F	20
5	M. Neeraja Shruthi	F	21
6	Mahalakshmi.M	F	22
7	metunyaa	F	20
8	Gajasree	F	20
9	Sriram	M	21
10	Adithyan	M	21
11	I. Naresh	M	21
12	Dinesh kumar. P	M	20
13	K. Dharanishwaran	M	22
14	Rojith Rosan	M	21
15	Edison raj	M	22
16	Thailakeshvar. D	M	22
17	Magesh	M	22
18	Niranjan . M. Dinesh	M	22
19	Vishnu .s.p	M	22
20	Pasumpon .K	M	22
21	Ajith kumar	M	22
22	Narendra.T	M	20
23	Jagan Nivas	M	23
24	K.R. Aakash	M	23
25	V. Hariram	M	23
26	Davince	M	23
27	Gowtham	M	25
28	Rishi	M	23
29	Sebastian	M	23
30	Elango	M	23
31	Raphel	M	23
32	Venkat. S	M	24
33	Manikandan .A	M	22
34	Pradish A	M	23
35	Sheik md asif	M	22
36	Nandha kumar	M	22
37	S.Srinivasan	M	21

Kumar  
11/2/23

38	S.Lokesh	M	21	
39	Rathnakumar	M	20	
40	Santhosh.B	M	24	
41	Nijantha vishnulingam	M	21	
42	Kishore Kumar B	M	22	
43	Thiyagarajan	M	21	
44	Abinesh B	M	18	
45	Saisudharshan .G	M	17	
46	Rohit.v	M	19	
47	Vigneshwar.R	M	21	
48	Sarath kumar . M	M	21	
49	S. Kirshna	M	22	
50	Dhaanu Malyan.B	M	21	
51	Dr.V. Raman	M	58	ESCORT
52	Dr. S. Shri Devi	F	32	ESCORT
53	V. Chandra Mouly	M	27	ESCORT
54	Emmanuvel	M	43	ESCORT
55	S. Sampath Kumar	M	32	ESCORT

*Kannan*  
7/2/23

REGISTRAR  
VELS INSTITUTE OF SCIENCE, TECHNOLOGY  
& ADVANCED STUDIES (VISTAS)  
Velan Nagar, P.V. Vaithiyalingam Road,  
Pallavaram, Chennai - 600 117.

एस एन 241 बी SN 241 B

भारतीय रेल INDIAN RAILWAYS

PL 83073024

विद्यार्थियों को शैक्षणिक यात्रा के लिए रिआयत प्राप्त करने के वास्ते प्रमाण-पत्र

\* Certificate for obtaining Students' Concession for Educational Tours

869672

पत्रक From: The Registrar

S.R.06 No. B

VISITAG  
Pattavaram, Chennai-117.

पत्रक में To

स्कूल, कॉलेज/संस्था के कार्यालय की मोहर  
Office Stamp of the School,  
College/Institution

स्टेशन मास्टर The Station Master,  
Chennai Fort St. स्टेशन Station  
Chennai Fort रेलवे Railway

नडके/लड़कियाँ इस स्कूल/कॉलेज/संस्था के/की वास्तविक छात्र/छात्राएँ हैं और वे भारतवर्ष के कलात्मक दृष्टि से महत्वपूर्ण स्थानों की शैक्षणिक यात्रा करने के लिए/के बाद अपने अपने स्कूलों/कॉलेजों या संस्थाओं से/के लिए प्रस्थान कर रहे हैं।

This is to certify that Fifty Students Five Escort boys/girls named below are (number in words)

bona fide students of my School / College / Institution and are proceeding on educational tours from / to his / her their School/College/Institution for/after visiting places of artistic importance in India.

2. यह यात्रा (स्कूल/कॉलेज/संस्था का नाम) के द्वारा आयोजित की गई है।

The tour is sponsored by VISITAG (Name of School/College/Institution)

3. वे स्टेशन से स्टेशन तक यात्रा करेंगे। कृपया इस यात्रा के लिए उनके नाम रिआयती टिकट जारी किए जाएँ।

They are travelling from Hyderabad (Station) to Tambaram (Station)

and concession tickets for their journey may please be issued.

- (i) वापसी टिकट जारी नहीं किए जाते हैं। प्रत्येक यात्रा के लिए अलग आवेदन-पत्र भेजा जाए।
- (ii) जो इंद्राज लागू न हों उन्हें काट दिया जाए। Entries not required should be scored out.
- (iii) विदेशों की शैक्षणिक संस्थाओं के विद्यार्थियों के लिए भी यह रिआयत उपलब्ध है, बशर्त कि ऐसी पार्टी में विद्यार्थियों की संख्या 15 से कम न हो [जिसमें मार्गदर्शी (एस्कॉर्ट) शामिल नहीं है]
- (iii) The concession will also apply to students of Educational Institutions of foreign countries when in parties of not less than fifteen (excluding escorts).

क्रम संख्या Sr.No.	विद्यार्थियों के नाम Names of Students	लड़का या लड़की Sex	आयु Age
1	Pamula Anusha	M	12
2	Bhuvaneshwari S.	M	12
3	Sudhakar K.	M	12
4	Jagan Mohan S.J.	M	12
5	Neeraja Shrutika M.	M	12
6	Manojkumar M.	M	12
7	Pratibha	M	12
8	Pratibha	M	12
9	Pratibha	M	12
10	Pratibha	M	12
11	Pratibha	M	12
12	Pratibha	M	12
13	Pratibha	M	12
14	Pratibha	M	12
15	Pratibha	M	12

रिआयती आदेश CONCESSION ORDER 2.

इसे गंतव्य स्टेशन पर टिकट के साथ वापस किया जाय To be surrendered at the destination alongwith the ticket/tickets)

क्रम संख्या Sr.No.	विद्यार्थियों के नाम Names of Students	लड़का या लड़की Sex	आयु Age
16	Thaita Keshvar .D.	M	22
17	Mallesh	M	22
18	Niranjana. M. Dinesh.	M	22
19	Vishnu .S.P.	M	मार्गरक्षी, Escorts
20	Paalumpo .K	M	22

S. Jagan Mohan

पार्टी के प्रमुख/प्रमुखों के हस्ताक्षर

Signature(s) of Party

स्टेशन Station..... Chennai Central.

दिनांक Date..... 07-02-2023.

REGISTRAR  
Sri Lanka Institute of Science & Technology  
Head of Institution/Head Mistress

यह रियायत 10 भारतीय विद्यार्थियों की प्रत्येक पार्टी के साथ एक आचार्य, शिक्षक, अथवा एक अध्यापक और एक परिचर के लिए वैसे ही 15 विदेशी विद्यार्थियों की प्रत्येक पार्टी के साथ दो आचार्यों (प्रोफेसर, प्राध्यापक) और एक परिचर के लिए भी उपलब्ध होगी।

The concession is also applicable to one professor or teacher and one attendant per party of ten Indian Students and two professors or teachers and one attendant per party of fifteen Foreign Students.

मार्गरक्षी (i) छात्राओं के दल के साथ में उन छात्राओं की आयु, चाहे जो भी हो, उसी प्रकार 12 वर्ष से कम आयु वाले छात्रों के दल के साथ में मार्गरक्षियों को निम्नानुसार रियायती किराए पर दल के साथ यात्रा करने की अनुमति रहेगी :-

इस प्रकार के प्रत्येक चार विद्यार्थियों के साथ में एक मार्गरक्षी।

Escorts -- In the case of girl students of any age and boy students under the age of 12 years, escorts may be allowed to travel with the party at concession fares as under :-

One escort for every four such students

टिप्पणी :- इस प्रकार के किन्हीं अधिक विद्यार्थियों को अर्थात् (1, 2 या 3 जैसी भी स्थिति हो) निम्नलिखित (ii) के अनुसार मार्गरक्षी के लिए आवश्यक संख्या के मातहत गिना जा सकता है।

Note :- Any such students in excess (1, 2 or 3 as the case may be) can be counted towards the number required for escort under (ii) below

(ii) 12 वर्ष और उससे अधिक आयु के छात्रों के दल के साथ मार्गरक्षी को निम्नानुसार रियायती किराए पर यात्रा करने की अनुमति दी जा सकती है।

ऐसे 15 विद्यार्थियों के साथ एक मार्गरक्षी।

In the case of boy students of 12 years and over, escorts may be allowed to travel with the party at concession fares as under :-

One escort for 15 such students.

टिप्पणी :- यदि ऐसी यात्रा चुने हुए स्टेशन के अलावा अन्य किन्हीं स्टेशनों से आरम्भ की जानेवाली हो तो दूसरी और तीसरी पर्णियों चुने हुए स्टेशनों को प्रस्तुत किया जाए जो कि उनको सत्यापित करेंगे और प्रमाण-पत्र की वास्तविकता के बारे में उनपर पृष्ठांकन रके अपने हस्ताक्षर करेंगे और स्टेशन की मोहर लगा देंगे। यदि प्रमाण-पत्र पर इस प्रकार से पृष्ठांकन न कर लिया गया हो तो जिस स्टेशन से यात्रा आरम्भ की जानी हो वह स्टेशन टिकट जारी करने से इन्कार कर सकता है।

Note :- In the case of journeys commencing at stations other than the selected stations the second and third foils should be presented to the selected station who will verify and made an endorsement about the genuineness of the certificate, affixing his signature and station stamp. If the certificate is not endorsed, the station from which the journey is to commence will refuse to issue concession tickets.

\*यह प्रमाण-पत्र इसके जारी होने की तारीख से 3 महीने तक वैध है। \*This certificate is valid for three months from the date of issue.

दर्जा..... टिकट संख्या..... जारी किया/किये गय/गया

Ticket No.

Class..... Ticket Nos. ....issued.

स्टेशन मास्टर Station Master.....

दिनांक Date.....

मोहर Seal.....

टिप्पणी :- रियायती टिकटों का दुरुपयोग करना अथवा उन्हें दूसरे व्यक्तियों को इस्तेमाल करने के लिए देना यह घोखादेही है और ऐसी दुरुपयोग करनेवाले व्यक्ति का चालान किया जा सकता है अथवा उसके विरुद्ध अन्य दण्डात्मक कार्यवाही की जा सकती है।

Note :- Misuse of concession tickets or allowing another person to use the tickets is a fraud which will render the user liable to prosecution or other penal action.

S.R.06/12-2019/31900155/5860 bks. x152 lvs.


**VELS**


UNIVERSITY OF VEDIC SCIENCES, PERAMBALUR  
 (INCORPORATED UNDER THE COMPANIES ACT, 1956)  
 (REGULATED BY THE "A" GRADE  
 STATE BOARD OF TECHNICAL EDUCATION,  
 CHENNAI)  
 VEDIC ROAD, P.O. VEDIC COLONY, PERAMBALUR, CHENNAI - 621 222  
 Ph. 044-2268 2800 / 21112 / 03 Fax: 044-2268 2813  
 Web: www.vels.ac.in



**S. Jagan Nivas**  
 UP21G2290013  
 M.SC VISCOM  
 2021 - 2023



**F/H Name** : M. Saketh Raman  
**Blood Group** : B+ve  
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**VELS STARS**

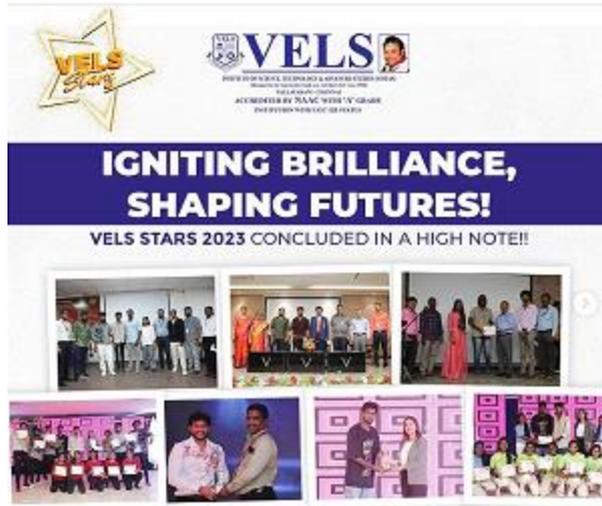


Figure:1 Viscom students Won Prize in VELS STARS