



YENEPOYA

(DEEMED TO BE UNIVERSITY)

Recognized under Sec 3(A) of the UGC Act 1956

Accredited by NAAC with 'A' Grade

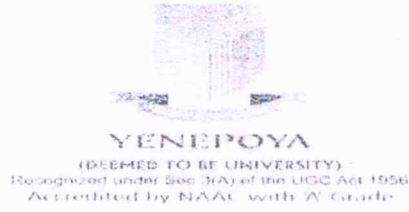
4.4.4

Facilities for e-content development such as Media centre, audio visual centre, Lecture Capturing System (LCS), etc.

The e-content development facilities

CONTENTS

Sl. No	Particular	Page No.
1	BoM Notification for Starting Yen Media	3
2	Yen Media Equipments	4-8
3	Report of Activities	9-10
4	Notification of Committee	11



University Road, Deralakatte, Mangaluru – 575 018

No.YU/REG/PA/BOM-46/Not/2019

Date: 06.06.2019

RESOLUTION

Sub: Proposal to start YEN Media Centre.

Ref: 46th meeting of BoM held on 24.5.2019 – Agenda 6.

Yenepoya (Deemed to be University) proposes to start a **YEN Media Centre** as an initiative to create in-house media content that can be used for public health awareness and social media networking.

Accordingly, the proposal has been placed before the Board of Management at its 46th meeting held on 24th May 2019 at Yenepoya (Deemed to be University) and the Board of Management **resolved to accept the proposal** for starting **YEN Media Centre** in the University.

Registrar
Yenepoya (Deemed to be University)

To:
Dr.Ashwini Shetty, NSS Co-ordinator.

Copy to:
Academics

ATTESTED

Dr.Gangadhara Somayaji K.S.
Registrar
Yenepoya(Deemed to be University)
University Road, Deralakatte
Mangalore- 575 018, Karnataka



**CENTRE FOR YENMEDIA
YENEPOYA(DEEMED TO BE UNIVERSITY)**

YENMEDIA Production Studio (Media Lab) provides equipment, workspace and software for students and faculty to shoot, edit and produce digital projects.

Media Production Studio (Media lab) offers a number of multimedia workshops, covering topics from video editing, screen capture recording, collaborative multimedia tools, and many more and different courses will be conducted through YEN MEDIA.

YENMEDIA is also an initiative to undertake public health care through health awareness.

This is the grass root level health project to improve community health & youth development through social media network.

The team in the YENMEDIA project committed to educate public & young generations on drug abuse, STD's, maternal & child health care, skill development, first aid training etc.

In this current generation, the antisocial events are increasing in an alarming rate. So it's our responsibility to make ourselves and others lead the right path and live in this society with peace and harmony.

Video and Audio Content is an organized form is made available to the YENMEDIA centre for e- content development. Centre maintains Audio/Video quality required for the production of e-content.

Computer is made available to students for research purposes and to gather information from various sites on the internet, online videos and discussion groups. Specialized class rooms with projectors have been designed for "brain-storming" sessions for the students. Details of the infrastructure are as follows

Aurora Yen Media Studio: Equipments available are

- Camera canon 80D
- Tripod
- Camera stablizer [Gimbal]
- Camera slider [Dolly track]
- Computer for photo and video editing

Camera canon 80D

The EOS 80D boasts viewfinder coverage of 100%. The newly-developed 45 point, all cross-type AF sensor and continuous shooting speed of 7.0fps makes it an excellent choice for capturing moving subjects. Movie shooting at a quality of Full HD 60p is also supported, and Dual pixel CMOS AF, which makes it possible to achieve high speed AF during Live View shooting, has been enhanced to be compatible for use with all EF lenses. Remote shooting and image sharing with smart devices is also made simple as the camera supports Wi-Fi and NFC.

- 24megapixel APS-C CMOS + DIGIC 6
- 45 point All Cross-Type AF
- Dual pixel CMOS AF

Tripod

Tripod is a portable three-legged frame or stand, used as a platform for supporting the weight and maintaining the stability of some other object. A tripod provides stability against downward forces and horizontal forces and movements about horizontal axes. The positioning of the three legs away from the vertical centre allows the tripod better leverage for resisting lateral forces.



Camera stabilizer [Gimbal] and Camera slider [Dolly track]

A Camera stabilizer, or camera-stabilizing mount, is a device designed to hold a camera in a manner that prevents or compensates for unwanted camera movement, such as "camera shake". For small hand-held cameras, a harness or contoured frame steadies the camera against the photographer's body.



Equipped with 7 high-definition (HD) video cameras and still cameras for photography. Non Linear Editing with editing software and hardware, Card Reader, Studio Cool Lights, Memory Card Tripod And slider, DSLR Stabilizer and Audio Recorder

Projection screen LED Projector sound system with 7.1 channel DTS surround sound system sound proof hall.

Recording studio: helps to record audio lectures.

Multimedia Laboratory:

All computers are equipped with the latest software for print, graphics, and web, audio and simple video production.

Preview Theater:

The Preview Theater can be used for the projection of recorded lectures and also for the video conferencing of the lectures. Theatre also has seating capacity of 125 Seats

OBJECTIVES:

- To Develop Academic and Research Material Archive
- For Research, Publishing and Interview Centre
- To develop Academic Short films
- To capture Lecture classes
- Public Health awareness , Media, Magazines, Press Centre
- To educate preventive measures of communicable and non communicable diseases.
- To train the public on life saving commodities.
- To ensure youth responsibilities.
- To educate the people on antisocial events.
- To educate the people on healthy life styles.
- To eradicate the negative mindset of the people on medical treatment.
- To develop the content for the teachers and professor for making a seminar video's

ACTIVITIES CONDUCTED UNDER YENMEDIA

Videography for SWAYAM MOOC Course:

With the help of YEN MEDIA Centre, Yenepoya (Deemed to be University), introductory video of 3-5 minutes duration has been created for the course highlighting its objectives, learning outcomes, brief structure, engagement time etc.

Introductory Video URL: <https://youtu.be/OODPVH3yRO4>

Centre for YEN MEDIA, Yenepoya Deemed to be University Page 3

ATTESTED



Dr.Gangadhara Somayaji K.S.
Registrar
Yenepoya(Deemed to be University)
University Road, Deralakatte
Mangalore- 575 018, Karnataka

Equipped with 7 high-definition (HD) video cameras and still cameras for photography. Non Linear Editing with editing software and hardware, Card Reader, Studio Cool Lights, Memory Card Tripod And slider, DSLR Stabilizer and Audio Recorder

Projection screen LED Projector sound system with 7.1 channel DTS surround sound system sound proof hall.

Recording studio: helps to record audio lectures.

Multimedia Laboratory:

All computers are equipped with the latest software for print, graphics, and web, audio and simple video production.

Preview Theater:

The Preview Theater can be used for the projection of recorded lectures and also for the video conferencing of the lectures. Theatre also has seating capacity of 125 Seats

OBJECTIVES:

- To Develop Academic and Research Material Archive
- For Research, Publishing and Interview Centre
- To develop Academic Short films
- To capture Lecture classes
- Public Health awareness , Media, Magazines, Press Centre
- To educate preventive measures of communicable and non communicable diseases.
- To train the public on life saving commodities.
- To ensure youth responsibilities.
- To educate the people on antisocial events.
- To educate the people on healthy life styles.
- To eradicate the negative mindset of the people on medical treatment.
- To develop the content for the teachers and professor for making a seminar video's

ACTIVITIES CONDUCTED UNDER YENMEDIA

Videography for SWAYAM MOOC Course:

With the help of YEN MEDIA Centre, Yenepoya (Deemed to be University), introductory video of 3-5 minutes duration has been created for the course highlighting its objectives, learning outcomes, brief structure, engagement time etc.

Introductory Video URL: <https://youtu.be/OODPVH3yRO4>

Centre for YEN MEDIA, Yenepoya Deemed to be University Page 3

ATTESTED

Dr.Gangadhara Somayaji K.S.
Registrar

Yenepoya(Deemed to be University)
University Road, Deralakatte
Mangalore- 575 018, Karnataka

Dr Shareena P, Associate Professor, Department of Commerce, The Yenepoya Institute of Arts, Science, Commerce and Management, Yenepoya (Deemed to be University) has submitted the detailed proposal for developing the SWAYAM MOOC Course. The proposed **4 credits** course titled "Business Research Methods and Project" has divided over 15 weeks, the modules would be disseminated to the learners through **e-text and video lectures**. The content has been developed and validated by the team of experts. At the end of each week, a student will be assessed on the basis of Quiz and Subjective assignments. After the successful completion of the course as per the norms, a student will be eligible to receive 4 credits and can be transferred successfully. This course is relevant to the students who are pursuing degree in Commerce, Management, Business Administration and also all the students of other disciplines who intend to do the business.

This course aims to extend and deepen the understanding of different research approaches and methodologies in order to prepare students for their own research projects in their business discipline. This course will assist students in identifying, discussing and formulating a research problem, in selecting and applying appropriate research approaches and methods of inquiry, and in presenting their results. Successful completion of this course should be adequate for students to undertake a research project.

Research is important in all the business in order to forecast early and future business opportunities. Research in marketing and production is also required as it enables the direct flows of goods, services, from the production point to store, ware house for assortments, distribution and marketing for profit. Business Research is important to all whether small scale or big industries either production or services oriented. Research in modern business requires data collection, information, gathering about brands or of company's products, services performance in the markets.

SWAYAM MOOC Course is designed to provide students with the necessary knowledge to determine the information necessary to address an identified research problem. In this process, the students will gain an understanding of relevant approaches and elements of undertaking a research enquiry specifically to provide insights to solving a relevant problem. The course aims at providing a strong basis in understanding the research process enabling students to either engage an external research organization to undertake a study on their behalf in a business environment or, alternatively, action and complete a research project themselves as either the sole researcher or as part of a research team. Students will learn how to identify problems to study, develop hypotheses and research questions, specify independent and dependent variables check for the validity and reliability of studies and design research projects. This course aims to extend and deepen the understanding of different research approaches and methodologies in order to prepare students for their own research projects in their business discipline. This course will assist students in identifying, discussing and formulating a research problem, in selecting and applying appropriate research approaches and methods of inquiry, and in presenting their results. Successful completion of this course will enable the students to undertake a research project. This course is 04 Credits Programme with 20 hours of learning.

YEN-MEDIA REPORT

ACTIVITIES

Students of Yenepoya Medical College actively participate in the YEN MEDIA. It's an opportunities for the talented students at Yenepoya University. Yen- media presents various clubs and have been introduced extracurricular activities of the students and staffs. We have decided to bring up a few clubs in Yenepoya with a vision of preparing students for inter college, state and national competitions as well as to improve the creativity of the students. So far some clubs made their first move and digitalised by yen-media. The clubs are;

Music club

- Jamming sessions
- Instrument crash courses/particular songs being taught
- Battle of the Bands
- Musical evening

Movie making club

- Script writing
- Videography learning
- Editing and processing

Dance club

- Learn-dance fitness
- Learning new choreographies of every style
- Intercollege competitions
- Flash mobs

Sports club

- Main agenda is to form a medical team for every sport by conducting selections from all the batches
- Preparing for intra mural as well as inter college fests.

Photography club

- Portrait learning
- Landscape coverage
- Long exposure photography
- And all varieties of photography have been taught.

Eco club

For all environmental agendas is also being thought of The members of the student committee will meet once or twice in a week from 4-6 PM. Yen Media will be the media coverage and we could upload our awesome sessions on Instagram.

Regarding the covid-19 situation our media couldn't move forward from 2020 to 2021. Through yen-media students were able to participate in National and State level competitions. Some of them are digitalized and uploaded in YouTube. Some examples are:

Music club

<https://www.youtube.com/watch?v=BbwdB1QKgYw>

Dance club

https://www.youtube.com/watch?v=zjT5TnZHx_c

Short films

<https://www.youtube.com/watch?v=POqbMhgKkUQ>

Students are very excited to work with us; In future there'll be more exciting clubs with more involvement of students and community for short movies.

<https://www.youtube.com/watch?v=POqbMhgKkUQ>

*Analyse
Dr. Ashwin Shetty*



YENEPOYA

(DEEMED TO BE UNIVERSITY)


Recognized under Sec 3(A) of the UGC Act 1956

Accredited by NAAC with 'A' Grade

Audio-visual section in the library

An air-conditioned Audio-visual facility has been established at the library in the year 2003. Seating for 50 users has been provided. The library has 1241 compact discs and DVDs which is shelved in the Audio-visual section. It includes CDs received with books, World Health Organization (WHO), soft copies of student dissertations and theses of research scholars (PhD). The soft copies of student dissertations and theses of research scholars have also been uploaded and preserved in the D Space Institutional repository of the library. Access to these soft copies are available 24 x 7 from anywhere through the My Loft remote login software. The physical facility can be availed from 09:00 to 16:30 hours on all working days.

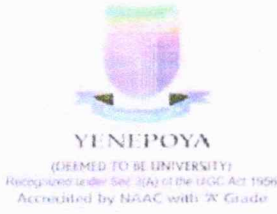
A LCD projector has been installed in the A-V room. Regular journal clubs were held by all departments in the Audio –Visual room before the Covid pandemic.


Chief Librarian
CENTRAL LIBRARY
Yenepoya (Deemed to be University)

ATTESTED



Dr.Gangadhara Somayaji K.S.
Registrar
Yenepoya(Deemed to be University)
University Road, Deralakatte
Mangalore- 575 018, Karnataka



Office of the Registrar
University Road
Deralakatte, Mangalore – 575 018
Ph: 0824 – 2204667/68/69/70/71
Fax: 0824 - 2203943

Ref: No. Y/REG/ACA/286/YENMEDIA/2020

03.07.2020

NOTIFICATION

Sub: Constitution of Committee for YENMEDIA

A Committee for YENMEDIA consisting of the following members is constituted and is hereby notified.

1. Dr. Akhter Husain, Dean, : Chairperson
Yenepoya Dental College
2. Dr. Aswini Dutt, HOD, Department of Physiology, : Member
Yenepoya Medical College
3. Dr. Sharan S S, Professor, : Member
Yenepoya Dental College
4. Mr. Sajad A. R Ebrahim, Assistant Professor, : Member
Yenepoya Physiotherapy College
5. Mr. Rajesh Karkera, Deputy Director of Information Technology, : Member
Yenepoya Deemed to be University
6. Dr. Vishnu T M, Assistant Professor, : Member
Yenepoya Homeopathic Medical College
7. Dr. Ashwini Shetty, Programme Coordinator NSS, : Coordinator
Assistant Professor, Yenepoya Medical College

REGISTRAR

To:
All the above members

Copy to:
1. File copy

Magid

ATTESTED

Dr. Gandadhara Somayaji K.S.
Registrar
Yenepoya (Deemed to be University)
University Road, Deralakatte
Mangalore- 575 018, Karnataka