



**LOYOLA COLLEGE (Autonomous)
DDU KAUSHAL KENDRA**

GUEST LECTURE

VENUE: PREVIEW THEATRE, VISCOM BUILDING
Resource Persons: Mr.ARUN KRISHNAMURTHY &
Mr.VARUN GOPALAKRISHNAN

Date: 23rd March, 2016

Time: 02:00 P.M to 05:00 P.M.

Nature has always been an integral part of man's well-being since time immemorial. Mr. Arun Krishnamurthy, a prominent environmental crusader and Young Laureate Awardee, was invited to highlight the delicate and harmonious relationship between man and his environment, which is degrading at an exponential rate in this industrial and scientific age.



Topics for the discussion were Business Unusual – Media & Commerce, Media and Ethics, New Age Media vs. Traditional Media. Mr.Arun began the day by highlighting the growing indifference in our society to protect our environment and sought to create the much needed environmental awareness among students to preserve and safeguard the environment.

Addressing students of digital journalism, media and animation; Mr.Arun advised them to use the instrument of media as a mechanism to spread the message of

environmental awareness. He informed students that their role in society was not static, but rather a dynamic one as Content Developers and Content Producers. To emphasize the importance of Leadership and Decision-Making, Mr. Arun conducted interactive sessions by creating scenarios of difficult situations and asked students to put forward their best solutions to solve them. Students keenly observed as he taught students some fundamental values that help an individual to make himself a Leader. Ideas like Leadership Compass describing the various types of leaders, Ethics in modern life, Decision-making were some novel ideas that were discussed in the session.



Accompanying Mr. Arun, was Mr. Varun Gopalakrishnan, an expert in Web Designing and Development, took the occasion to educate students about the Fundamental approaches involved in designing, Techniques on Color schemes, Tips on how to reach one's product/idea to the audience and much more.