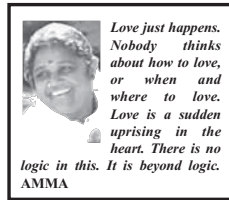


Campus Beats



Published By Amrita School Of Communication, Amrita Vishwa Vidyapeetham

Saturday, August 30, 2008 Ettimadai, Coimbatore - 641105, email:journalism@amrita.edu, Ph: 91422-2656422, www.amrita.edu

Vivacious Janmashtami celebrations at Amrita

Reporters

Anu Joy, Sabyasachi Biswas, Srilakshmi K K, Vidya Venugopal

Amrita Vishwa Vidyapeetham celebrated the birth of Lord Krishna (Gokulastami or Krishna janmashtami) in a unique and boisterous manner on 23rd August 2008. All the coordinators, faculties, staff and students of the University joined their hands in the celebrations which included procession, Uriyadi, pole climbing, tug of war, Lucky corner etc. Competitions were held in music, rangoli, painting, skit and quiz also.

The function began with a gopooja (pooja of cows) in the morning 5.30 am. Following that procession was held in which different moments in the life of Krishna were depicted beautifully



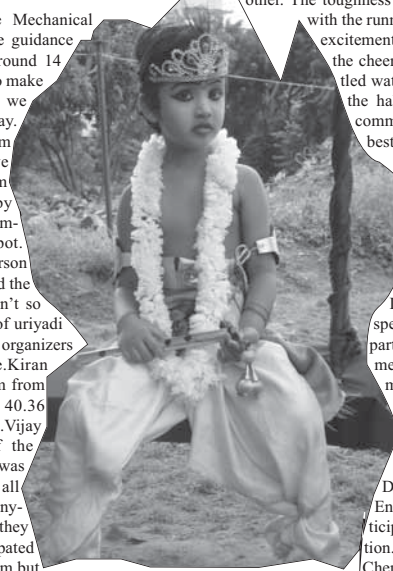
set out the ball of excitement were uriyadi and tug of war; which commenced in the afternoon.

Uriyadi

Uriyadi was organized by the Mechanical engineering department under the guidance of Mr. P Krishna Kumar and around 14 teams participated. "In order to make the audience feel different, we did uriyadi in a different way. Rather than making them stand in pyramids we made the whole team participate evenly by giving each team member a shot at the pot. Usually only the person on top is identified and the rest of the team doesn't so this improvised form of uriyadi was introduced." the organizers of the programme. Kiran Krishnan Kutty and team from Chem. Engg(40.36 seconds) won the first prize. Vijay Krishna Mohapatra one of the winner team member, said it was an unexpected win as they were all first years and hadn't even heard anything about this sport. At first they believed that they had just participated for the sake of having fun as a team but

said that the experience was mind blowing.

However, the boys had fourteen teams tugging at each other. The toughness of the competition grew with the running time. As the beads of excitement ran down their chins; the cheer, camera clicks, and bottled water – all the rush grew. In the halfway there was a good commentary too. And in the best of the last three rounds, a real tug of war occurred between the ECE boys and the M Tech boys. Ultimately it was the ECE team that came out as victors of the day. It was a swell time for the spectators as well as for the participants. An ECE team member said "This the best moment of our college life."



Skit and other competitions

Five teams from Departments like Engineering and MCA participated in the skit competition. Team Expression from Chemical Eng Dept won the first prize. According to the new generation considers celebrations like Gokulashtami with the change of time and how it changes from the old age's point of view." Apart from this, a question answering session at the end of each skit competition involved the audience participation also. A different quiz, Chakravayuha organized by the school of communication also attracted the audience very much.

The whole campus was decorated and Prasad was distributed as the part of celebration. According to the first year stu-



when the results were announced their joy knew no bounds.

Pole climbing

Department of Computer science engineering and physical education were the organizers for the pole climbing. A 6 meter steel pole was used, instead the money, a bell was kept on top of the pole and the person who climbed up in the shortest time span and rings the bell mounted on top was considered the winner. "The event is to determine speed accuracy. Since pole climbing is a traditional sport, it is organized at a

by the students. It was an event where every one participated. Dance and music in between the floats (tableaux) added charm to the whole procession.

Unlike previous years, this year each sport event was handled by different departments which helped the co-ordinators to manage the events easily. In previous years, there was only one department coordinating the entire events. The two main spot events that



very special occasion of Gokulashtami to bring the students closer to their roots." The organizers said. The sport also induces a rush of adrenaline for both participants and audience. T.M. Jayabalaji: III CSE (6.72 seconds) got the first prize.

Tug of war

There were seven teams for the girls and fourteen for the boys tugging at each other. As the custom goes the girls were the first to ensue. Initially the ASB girls cheered by their boys seemed to sail steadily but at final round they had to bend before champions –MCA girls. This was the third consecutive win for the champions. One of the team members, Menaka

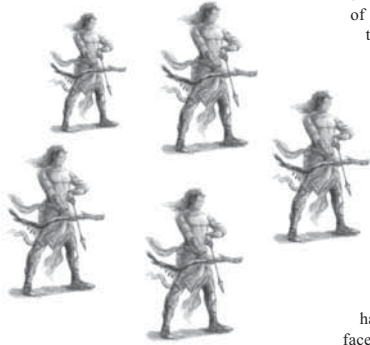


dents the Gokulashtami celebration came to them as a grand event. They had all heard and seen Janmashtami celebrations in their respective homes but had not witnessed an event of this scale full of pomp and show.

'Chakravyuha': Cracking An Epic Code

By
Anaswara Bhanu

Winning battles is never easy, especially if trapped like an Abhimanyu in the Chakravyuha



Mahabharata. To celebrate Sri Krishna Janmashtami on 23rd August, it was the turn of Amrita students to be hurled into the Chakravyuha and test, not their strength but their knowledge of India's great epic. 'Chakravyuha', a quiz on Mahabharata, was coordinated by Amrita School of Communication (ASCOM) on behalf of the University to celebrate the birth of Lord Sri Krishna. After clearing the preliminaries - a field of nearly 20 teams of five members each from PG and UG courses - five

teams marched into the final. The rules were reminiscent of the conditions of the Mahabharata war. Five teams, each with five members, symbolized the five Pandavas.

The number of questions each team had to face was eighteen denoting the eighteen day war.

The grand finale had two rounds where in the first round, each team had to answer eight questions carrying 10 points each. The first round saw one team after another taking the hot seat while the rest shot questions from all sides. Sounds similar to what Abhimanyu had to experience when he faced the Kauravas inside the Chakravyuha? If the team got the answers right they gained the points, if they got them wrong, the points were awarded

to the team that asked the question. In the second round of the battle, ten questions were to be answered by each team but they could also opt for 3 jackpot questions, the elements of surprise - or the nagasras - that could be used to jump back into contention despite being down. Each jackpot question could help the team gain or lose 30 points. It was only a matter of when or how wisely they could be deployed.

In the end, there were two teams taking home the prizes. After facing questions shot at them, the team which came out of Chakravyuha with the first prize was the 2nd year, MA Communication team consisting of Anaswara Bhanu, Aparna V, Bishwas Balan, Priya A Nair and Soumya M. They scored 280 points against the second place holder's 200. Significantly, they were able to romp home without

using any jackpot question. The team which won second prize was the 2nd year BE (EEE) consisting

things will only get better", says Aparna V. S. Vijaya Raghavan of 2nd year EEE which emerged as

Why 'Chakravyuha' is unique?

Chakravyuha was the brain child of the faculty of ASCOM with staff from Amrita School of Business (ASB) also contributing in developing the concept.

"Chakravyuha always creates an image of something that is not easily cracked. It is the work of Drona's supreme military genius. We wanted to incorporate some of it into the quiz and therefore Chakravyuha quiz was born. Every team gave their best to pull the other down with all the difficult questions they could muster. With jackpot thrown in, anyone could have won it making the event unpredictable. This enabled us to get more participants to read the epic in some detail besides

making the event fair and transparent", said Mr. Rakesh S Katarey, Faculty in-charge, ASCOM.

When asked why the quiz competition was based on Mahabharata he said that the faculty believed that Lord Krishna is perhaps the greatest of the Dashavataars of Lord Vishnu. In most other avataars he wiped off the evil doers himself, but in Krishna avatar, he also reminded humankind of their own duties in cleansing the society from time to time. What we see in Mahabharata, is the reinforcement of peace and justice through Dharma in society. So it was fitting that we got the teams fight the battle themselves.

the 1st runners-up, agreed that the format was unique. "More visual rounds can make it more exciting", he said. 'Chakravyuha' also used the visual rounds for ensuring audience participation. The moderator Mr Jagannathan S. of ASB, who did a commendable job, was cheered throughout. Apart from him the jury members were S w a m i Samarpanananda Saraswati and Ms Smriti Rekha.

"The team which got the first place seemed to have just too much knowledge in Mahabharata for their opposition. Somewhere I felt the battle was not between equals", said Swami Samarpanananda. "The format as a whole was innovative and ingenious as students got an opportunity to learn lessons from the epic. Also the video shown at the beginning and end of the event was very striking and eye-catching", he added.

The power of ten rupees

By
Remya Rajan

We know two kinds of people, one who have food to live and the others who live just to have food. To whichever category you belong, Chow patty provides you with the needful. All you need to pay to enjoy delicious food items and even a full meal from here is ten rupees. Big Bazaar- the 'much talked about shopping extravaganza' has opened their food bazaar 'Chow patty' at the Coimbatore branch. It has been arranged in such a way that there is a sitting area, fast food corner and a kitchen. Unlike other restaurants Chow patty is divided into 8 sections- Madras café, Chat corner, fast food, juice center, handi, rotli roll, dakshin and China town.

A large portion of top floor is dedicated to the food bazaar. Typical South Indian food such as Puttu, Idiappam, Uppma and curd rice etc has arranged in Dakshin corner for the customers. One



A view of 'chow patty', the food bazaar Photo: Remya Rajan

can enjoy chicken manjoorian, Gobi manjoorian, hot and sour soup, sweet corn soup etc in the China town corner. "Although a variety of dishes have been arranged, the demand is mostly for South Indian food", said the chefs. They also provide the same Rs. 10 dishes at Rs. 30 but with a larger quantity.

The experienced hands of 25 chefs are preparing food for the customers. Chefs do have divisions among themselves like chef dipathy, dummy chef, commis and trainees. According to sources, Saturdays and

Sundays are very busy than the working days. On Saturdays, college students constitute 75% of the customers but in Sundays families are the major customers. "They said that college students are more attracted for they can enjoy delicious food at cheaper rate and can chat while having dinner", said one of the chief chefs.

Chow patty is not only a mere affordable restaurant but they also take bulk orders for birthday parties and provide door to door delivery. Unlike the usual birthday parties in which the one can only opt from the readymade menu, in Chow patty one gets to choose ones own list of dishes. "We are not looking for profit, we are looking at the welfare of people", said Mr. Jayachandran, chef and operating manager of food bazaar. He said that they have successfully reached a profit of Rs 2, 40,000 a week and that too without any advertisements about the new bazaar. He claims

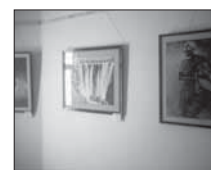
that this popularity was only through mouth to mouth publicity done by the customers.

Around 4000 customers visit here on weekends. Food bazaar is soon to have a Trivandrum and Palakkad branch too, which will start functioning on the August 15. Big Bazaar has proved that the customer need not go looking for food courts or restaurants after their shopping as Big Bazaar offers that too. Big Bazaar has become a household name when it comes to shopping.

Three day collage exhibition held in Coimbatore

Reporter
Nishanth M V

A collage exhibition by Vasavan Payattam was conducted in K Sreenivasan Art Gallery, Coimbatore from August 21-24. The exhibition was unusual as the collage was made with waste papers. Mr. Vasavan has used waste paper to make the pictures of Sadguru Sri Matha Amritanathamayi



A view of Vasavan's collage exhibition

Devi, Mother Teresa, Arab sheiks etc. Each picture cost around Rs. 10,000 - Rs. 15, 000.

Vasavan has also conducted his photo exhibition in art galleries like "Eco Art" and "ADCO". The organizers said that the exhibition has attracted approximately 500 people. "The pictures are so attractive and eye-catching that I didn't

think for a second time while buying the piece I wanted", said the art lover Mr. Ram Krishnan.

Vasavan, who is from Kannur, has been involved in this art for nearly 10 years. The exhibition which was held in Coimbatore was his 8th collage exhibition. "My collage is getting a good market not only in India, but also in foreign countries," says Vasavan. "But artists never focus in this field. They are not solely dependent on earnings from this field as they have other jobs also. This is a reason why this particular art is on the verge of declining", he added.



Amma's picture by Mr. Vasavan

Campus Beats Special Team for Gokulashtami

Ananth N, Anu Joy, Srilakshmi K K from 1st MA Communication
Sabyasachi Biswas and Vidya Venugopal from 1st BA Mass
Communication