

amrita school of communication CAMPUS BEATS

13TH AUGUST 2015

A Mystery So Close, Yet Unknown

EDITOR
SPEAK



Sidarthan.V & Gopika.S/CBN

PC: Krishnan S.R

Mysteries lie everywhere. It could even be behind our back. One such mystery is the story of Ayyaswamy hill that is behind our college. The hill, which is known for its carnival held every year, once was the land of a mystic, after whom, it acquired its name.

“Ayyaswamy, an ardent devotee of lord Shiva, went in search of God when he was very young and reached Perur’s Patteeshwarar Temple. He was denied entry by the priests, since he did not belong to the upper caste. So, in a quest to know the ultimate truth, he walked towards the

hill and started meditating for years together in a cave”, said Mr. Udaya Kumar, faculty of SAPG (Self Awareness and Personal Growth) at Amrita Vishwa Vidyapeethapam (AVV).

The cave was later converted into a shrine, which throngs hundreds of devotees during the carnival that takes place during the month of April. The shrine does not have a typical idol of worship; it has the footprints of the ascetic, where all the rituals are performed. People also worship the neem tree that is near the foot-

prints. “All villagers go to the peak and visit the temple on every full moon day. The villagers believe that Ayyaswami’s blessing is a must for good rainfall and agricultural prosperity” said Mr.Sasi Varma, staff at Amrita Gokulam.

The conversion of the cave into a shrine happened only years after Ayyaswamy was recognized as a mystic. “Ayyaswamy was once again refused permission to enter the temple by the priests when he revisited. It is said that Lord Shiva appeared in the priest’s dreams and ordered him

to visit the cave once every year where Ayyaswamy meditated”, said Mr. Pramod Kumar, Head of the Department for Cultural Education.

There is another temple in the Ettimadai village devoted to Ayyaswamy. The temple is more than hundred and fifty years old. Kumbabhishekam is observed once in twelve years and has a ceremony known as Arulvaaku, which is the power to predict the future. The Arulvaaku is given by the temple’s priest. After the Arulvaaku, it is believed that Ayyaswamy’s power enters the body of anyone in the crowd.

“During his lifetime, Ayyaswami had predicted that the whole of Coimbatore will get devastated in an earthquake and there will be no land there and the hill where he meditated will be considered as Coimbatore from that moment” said Mr. Pramod.

There is also a belief among the villagers that the elephant shaped Ayyaswamy hill symbolises the Gajendra Moksha (Lord Vishnu rescues Gajendra whose leg is clutched by a crocodile). The hill is also celebrated due to this reason.

Salute to a Karma Yogi

Avul Pakir Jainulabdeen Abdul Kalam’s demise left millions in tears all over the country. No one received such a huge and emotional send off as he did. People were ready to shut their business to pay homage to the missile man without forcing to do so. Kalam was highly respected for his simplicity, passion, dedication and more than everything, for the relationship with the students.



PC: Sreeraj tharayil

He always had this love for children and wanted to share his knowledge with them. Paying homage does not mean mourning for 7 days or making the tri colour flag flutter half-mast. The country should follow his ideals and try to become one of the super powers, that’s how a tribute should be to a person of his stature. The simple fact that he wanted everyone to work one extra day in order of respect to him was not followed.

What the nation has taken from the life of Kalam is very important than all the emotional flurry after his death, he has given the country enough ideas to reach the goal, even if the country works half dedicated as him India can reach its destiny.

Bhai Wins Million Hearts in India and Pak

Aromal S.P/CBN

Bhajrangi Bhaijaan shows us a Salman Khan rather simple than his usual larger-than-life image. For Bhai’s fans, it is something to rejoice about, as it comes as a breath of fresh air after the long drawn out hit-and-run controversy.

It is true that almost all the terror strikes in India are linked to Pakistan in some way or the other. It is true that the Pakistani hockey players booed the Indian crowd after a win last year. It is true that the world’s most dreaded terror

organizations like the Lashkar-e-Toiba and Mujahideen are from Pakistan but are these enough to define Pakistan in its entirety? Bhajrangi Bhaijaan tries to claim a loud “YES”.

Munni (Harshaali), a six-year-old mute girl accidentally lands in India. Pavan Kumar Chaturvedi (Salman Khan), a devotee of Hanuman resolves to reunite the girl with her family in Pakistan Occupied Kashmir. The duo meet an assortment of sorts from kindhearted people to doubtful cops and encounter various hurdles during their journey.

Nawazuddin Siddiqui who plays a small-time television reporter, becomes the duo’s ally and joins them in their pursuit. The film which takes a simplistic view of the India-Pakistan issue though does not give any conclusive solution, was a well-intentioned try. The film managed to reach the 300 crore landmark and is the second ever Indian film to do so.

Kashmir has been the reason behind the strained relationship between India and Pakistan. The movie calls for love beyond borders which indirectly indicates to forget

the territorial ambitions of both countries. It also gives away a message of how important humanity is over divides such as religion and nationality.

The success of the movie in India and Pakistan shows that the general public in both countries are still waiting for a chance to celebrate brotherhood. Both Bhajrangi Bhaijaan and PK could possibly set a trend for the upcoming movies to promote the spirit of friendship between India and Pakistan. It could be a winning formula both at the box office as well as in the hearts of people.

BAAHUBALI – A New Beginning for Indian Cinema

Subalakshmi/CBN

From the hostel corridors to the class rooms, it is the movie Baahubali that is the talk of the town now. Be it the exotic and spectacular locales or the special effects used in the movie, the movie has stood apart from the other commercial films that throng the big screens every year.

The breathtaking flights across the mountain peaks, the sets used for the kingdoms, the sets used to portray the love between Prabhas and Tamannah and the final grand finale- the war scenes are a treat to the eyes.

Baahubali is a yet another Indian tale which has been re told many times where a man is destined

for greatness and the one who discards off the evil. The director of the movie, SS Rajamouli has given the story a potent new life.

The films massive shooting schedules, the amount of labor and budget poured into its making, every bit of which was shown on the screen. Rajamouli has written the story

having all sections of the society in his mind. From tiny tots to old timers the movie has won the hearts of all having an abrupt end, creating a much awaited anticipated audience for its sequel which will hit the screens in 2016.

Baahubali has given a new hope for the common man that

even a mythological historical film can keep him engaged for 3hours. This movie has taken Indian cinema to new level, becoming a tough competitor to Hollywood movies.

Indian directors are now fusing Indian mythologies with special effects which happen to be the new success formula!

MBA sports a new look to attract admissions



PC: Niraj Vishnu

Vikashini/CBN

The MBA block recently underwent renovation for the first time since its inception and it gives a refreshing feel with updated labs, new furniture and with other building decoration.

The building was revamped with a view to provide a good learning environment for the MBA students. With Amrita entering the list of top 200 universities in the BRICS, measures to constantly improve the infrastructure are undertaken. “The

parents and students form an image about a course by looking at the infrastructure. It is one way to reach out to them with positive impression”, said MR Raghuraman, Head of the MBA department. The renovation in the other blocks are also under the management’s agenda.

“This money could have been utilised for things such scholarship extension for the students”, said a faculty who chose to be anonymous, amidst

the number of positive comments on the renovation plans.

The renovation in ASB will have a positive impact on the admissions for the year 2016”, said the Chief Administrator of Admissions. Officials from the corporate sector who come for recruitment have always been in praise for Amrita for the kind of infrastructure and facilities that the college ensures to offer for its students.

Flavours cherished forever, Maggi is missed!

Athira Suresh/CBN

No matter what the time was, be it a rainy day or a sunny day, exam time or any other normal day, Maggi was always there to add flavour to our monotonous hostel lives.

We never lacked occasions to eat Maggi-when we were too lazy to drag ourselves to the mess hall, or missed mess food (on purpose!). We knew Maggi was there for our rescue.

But then, on June 5th, every student’s worst nightmare came true-Maggi was banned, vanished from all markets! “The only thing that kept me awake during exam time was the thought of having hot Maggi along with my friends”, says Megha Manoj, a third year Engineering student.

‘Why Maggi?’ was the question all over so-

cial media. When alcohol and cigarettes, which are much more harmful were not banned, why just Maggi?, students asked.

At the same time, Gayathri, a second year student says, “even though I used to eat Maggi, since it has been proved that it is unsafe for consuming, I don’t really mind it being banned”.

According to a first year Engineering student, Akshay, “the saddest part of Maggi ban is that I never got a chance to eat Maggi at hostel like my elder sister”.

At the end of the semester, visiting canteens along with friends, all equally bankrupt, Maggi was the best option to fill the student’s tummies. Maggi moments are the memories to cherish forever.

We miss you Maggi!

KHALBELIYA, a mirabiliya

Krishnanunni.R/CBN

Amrita University, Ettimadai gave a warm welcome to its freshers with performances of Rajasthani folklore artforms on July 23rd at Amritheshwari Hall. The mesmerizing Manganiar Music and Kalbeliya dance was performed by Janab Deen Mohammad and his group of native artists. It was sponsored by Spic Macay.

A tribe named ‘Kalbeliya’ in Rajasthan, who made their living by catching snakes, performed these art forms. They later made this art form their means to earn daily bread. Kalbeliya is a dance form that is never taught by anyone. Girls usually perform Kalbeliya wearing black dress. Kalbelia tribe claims that black symbolizes snakes and they believe girls can mimic snakes easily.

Manganiar is a kind of folk music that relates simple folk stories with profound philosophy. It has

contributed many songs to Indian cinema such as ‘Nimuda Nimuda’ and ‘Dum a Dum’. Keseriya Balam(Welcome song), Gorbandh(-Camel Decoration Song), Algoza(double flute),Bawai dance, folk songs ‘Numda’ and ‘Dama Dum Masth Kalander’ were the most popular hits among the audience.

Bawai dancers transfixed the audience with their acrobatic skills and tricks in which they balanced 10 to 12 pots on their heads and danced with swords. The Kalbelia artist who lifted tiny pins from the ground with her eyelids took everyone’s breathe away.

Amritians were not familiar with Manganiar Music and Kalbeliya dance. The motto of conducting such programs in the campus is to enrich the students with awareness of the complete essence and color of Indian culture that is dying away in the motherland itself.



PC: Sreeraj Tharayil

THE TEAM

STUDENT EDITOR
SIDARTHAN.V

SUB EDITORS
AROMAL S.P
DIVYALAKSHMI
MALAVIKA

STAFF EDITORS
JAYAKRISHNAN S
ASHWATHI K

DESIGNERS
ANIRUDH GANJI
HRITHWIK