



## Anokha is here...

Komal G  
Krishna Veni KP

Anokha- the culmination of months of hard work, enthusiasm and zealous preparation, was inaugurated today in a grand manner.

Dr G.Madhavan Nair, former chairman of Indian Space Research Organisation inaugurated the annual tech fest today at Amriteshwari hall. Chief Guest, Dr. Nair felt that Anokha has been conceived extremely well and is a unique convergence of various themes in the engineering science and technology. "All aspects of science and technology, the need for innovation, entrepreneurship and ancient history of science has been brought out", he said.

The function, presided by the pro chancellor, Brahmachari Abhyamrita Chaitanya, also saw many industry visitors like Mr Vijay Ratna Pare, MD, Robert Bosch Engineering and Business Solutions and Dr Madhusudan Atre, President, Applied Materials.

Students from over 330 colleges and universities including leading institutions like IIT, NIT and IIIT are participating in this Pan-India event. Students from partner universities in USA and Europe are also taking part. "The prize money for the tech



fest totals to a whopping Rs.1.5 million," said Mr Prashanth R. Nair, Convenor, Anokha 2011.

The three day festival includes 40 technical events in all branches of engineering, 10 technical workshops and several 'Green' technology events conducted at over 50 venues. State-of-the-art conferences like Technology Entertainment Design (TED)x and Nivritti - Green Conference have also been planned, highlighting the theme of Anokha'11 which is "National Security and Sustainable Development".

Apart from the technical events, programmes like Amrita University exhibition, laser and pyrotechnic shows, Entrepreneurship development Programme, Meet the CEO Programme and various cultural events are also being organised.

A four- team Autodesk workshop is happening for the first time in India at Anokha. The inaugural function also saw the launching of Amritaraksha.com which is a Cyber Security website with various facets like cryptography and protocols of national cyber security.

## Technology for human aid: Dr. Madhusudan Atre

Vandana Rajan

Dr. Madhusudan Atre is a fitting invitee to the grand inauguration of Anokha '11, the annual tech fest of Amrita. He is the President and Managing Director of the US-based Applied Materials, Inc, a leader in technological innovations and has "at least a single chip" in every smart phones, flat screen TVs and solar panels that enters the market.

being taken up. That is because of the young talents and brains working behind these all day and night and this will definitely help India to attain everything that is best in terms of technology.

**On the level of satisfaction in the work you do.**

Each equipment that comes out in the market will have at least a single chip from 'Applied Materials' in it and that is what is giving the ultimate satisfaction to me and my company

*Excerpts from an interview with Dr. Atre:*

**On India's position in the technological map of the world**

India's greatest asset lies in the sheer talent and dedication of its youngsters. Earlier, it was confined to mechanical and electronics. But now, nanosciences, mechatronics and a whole lot of new technologies are

**About Amrita Vishva Vidyapeetham as an institution**

It was the holistic approach of the staff and students of Amrita that fascinated me the most. I personally feel that Amrita and its engineers will definitely scale greater heights with the passion and commitment that the faculties have in moulding students into better engineers.

"India is an atomic power. India is scientifically and economically advancing. Many reports say India is poised to be the third largest power in the world by 2025. But in terms of cleanliness, we still are in diapers."



## A Fest at its Best !

Lavanya Menon

"Dare to be different!" - The tagline stares back at you in all the banners around the campus as the curtain goes up on Anokha, the annual tech fest of Amrita School of Engineering. 'Anokha' translates to Unique. Indeed, walking around the campus which is seated in the very lap of nature herself, one has no doubts about the Amrita experience being truly unique.

The entire architecture of this campus is one of a blissful marriage between man and nature. Whether it is the diverse flora, carefully planned to adorn every part of the institution or the musical voyage that the numerous birds' cries take you on, the naturalist in you will never tire.

For the uninitiated to the story of this green beauty, the campus is less than 20 years old. Since then, there has been no looking back, as Amrita continues taking education to new heights, as the mountains looking on will vouch for. The enthusiasm of its



students in whatever they commit to is unfailingly noticeable - just as Anokha proves.

"ANOKHA 2011" is a one-of-its-kind National Student Technical Festival. Amid all the camaraderie and bonhomie, there is a strong undercurrent of competition as colleges vie with one another to make the three-day event a grand success.

With the setting-in of Anokha, Amrita has become riot of colors. Bright flags flutter gracefully on posts that

run along the roads of the campus; students are seen pacing about the blocks and department booths enthusiastically, wearing their 'Anokha tops'; there is a mad rush to grab the last few tickets for the music concert as students refuse to miss even an iota of fun these three days.

One cannot but frequent the food stall that is turning out to be the focal point of campus buzz - from fervent hopes of outshining another's department to the latest talent showcased in the contests, one hears it all.

## Did you know ?

Amrita has ...

- A central library with 45,500 books, 300 journals, 4000 Project reports, 5300 back-volumes, 50 Magazines, 3800 project reports, and 4000 CD/DVD resources accessible through a digital library with 100 systems

- 13 computer centers with state-of-the-art specialized systems for CAD/CAM, VLSI design and Digital Signal Processing

- An in-house television studio with state-of-the-art equipment - Sony High End Digital Cameras, Audio & Vision Mixing, Graphics & Sound Editing software and equipment.

- An MiG-23 aircraft and Kamov-25 helicopter acquired from the Indian Air Force and the Indian Navy respectively

- Memorandums of Understanding (MoUs) with different American Universities like University of New Mexico, Yale University, University of Illinois at Urbana Champaign, Harvard University, University of Texas at Austin and many more.

- Amrita is a part of Erasmus Mundus, EURECA, India4EU programmes, in collaboration with European Universities like University of Trento, Italy, Uppsala University, Sweden, Radboud University and many more



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## EVENTIDE: Match your steps with Shingarimelam

Prasanth V

'Shingari Melam', an ensemble of 18 "chendas" and "cymbals", will set the tone for the cultural programme of Anokha '11.

Rooted in the temple art forms of Kerala, "Shingari Melam", by the percussionists has a pulsating rhythm and a vibration of its own. As the drum beats get louder and faster and rage on, the audience is transported to a scintillating union of music and soul.

The growing popularity of this art form has helped increase knowledge of the temple art forms of Kerala outside the state. Little wonder then that it has transcended the state boundaries and gained acceptance across the country. The grand opening of the last Commonwealth Games in Delhi had more than 100 of these percussion

instrumentalists transforming the whole ambience to an entirely different level. *Shingari Melam* is slowly becoming an integral part of almost every national programme.

K.A.Sasidharan, who leads the 18-member performing group, explains the spirit behind the art form. "Every human being has an innate rhythm, a vibration of his own. *Shingari Melam* reflects that spirit."

Mr. Sasidharan, who hails from the temple town of Guruvayoor, where this art form was born, said the rhythmic drumming of the "chendas" with rising and ebbing crescendos can kindle the inner vibrations.

The *melam* will take you to a higher world of musical frenzy. Submit yourself to the pure bliss of enchanting beats and dissolve yourself in the harmony.

## An exhibition for various schools

Anushree Madhavan  
Renu Unnikrishnan

It's different from Jhalak! An exhibition at the central library will give you an overview of different schools housed in Ettimadai campus of Amrita University.

Every department has something extraordinary that attracts people. The Mechanical department, for example, has worked on portraying the ideas of Dr.A.P.J.Abdul Kalam and bringing urban facilities to the rural areas. The other Engineering departments have also followed suit.

Apart from the departments' exhibits, there are stalls which provide good brain teasers for all. Ambigram is an interesting show organised by the Department of Computer Science and it shows how the words read the same even when viewed from different angles. Chemhex is an expo from the Chemical Department, which highlights the difference between Chemistry and chemical engineering. It also talks about different chemical processes and models.

Euphoria presents 15 interactive games to a participant and the winner of nine games, is awarded a food coupon of Rs 50. Mathematica is an interesting maths game by the Maths Department involving quizzes and puzzles, to tease the brains of maths lovers.

# 360 degree AMRITA

### An expo at the central library that is all about the university

Anushree Madhavan  
Renu Unnikrishnan

If you want to know more about AMRITA university, wind your way down from the main block, past the School of Business building to the central library to enter 'JHALAK'.

It is an exhibition that showcases the different facets of academic and other activities of the five Amrita campuses in Bangalore, Mysore, Kochi, Amritapuri, besides Ettimadai. The stalls provide an insight into these campuses through a series of photographs, research works, list of achievers and international linkages.

A magnificent floral arrangement of "Om" greets the visitors to 'JHALAK'. A section called 'Ashram activities' highlights the public service rendered by the ashram members and the Amritians. The various awards won by the different



departments have been prominently displayed. BAJA, the four-wheeler, designed and developed by the Society of Automotive Engineers (SAE) is given a pride of place among the exhibits.

The eye-catching floral arrangements that reflect the heritage of Amrita, a section called 'Nostalgia' that shows the emergence of Amrita from its roots also drew the visitors' attention.

"Most flowers and plants presented are grown in our own campus with only a few brought from Bangalore", says Dr. M.Aravindhakshan, coordinator, Center for Environmental Studies. "We strive to present the natures' glory not only in aesthetic sense but also in the form of foliage," he said.

But beware of invitations from the volunteers to pose in front of a mirror inside one of the stalls. If you preen before it confident that no one is watching, you are sadly mistaken. It's a two-way mirror and there is a group on the other side to chuckle over your vanity.

"This is the most fun part of this exhibition," chuckled student coordinator Abhishek Rajvir.

## Technical events emerge as crowd-pullers on Day 1

Panchami Warrior  
Priyanka Victor

Anokha 2011 boasts of 40 technical events with intriguing titles like Chamber of Secrets, Build O' Quest, Crack O' Hack, Netwars, Utilitarian Wars, Submarine Hunt and Pd3 hosted by the various engineering departments of Amrita Vishwa Vidyapeetham.

From 1,500 students last year, this year's registration has jumped to almost 7,000 making Anokha a really huge event. Logikiller and Hexathalon, though nothing to do with violence or obstacle race, have around 300 participants just for the preliminaries. "Surprisingly, participation levels are much more than expected," said Anand Narayan, a student of final year EEE Department. Robotics events like Hiker, Snakes

and Ladders and End the Run are touted to be crowd-pullers. Hiker involves construction of a robot which is capable of climbing a jute rope across a slope and retrieving a magnetic object. Other events of the first day include Retracraft, CADventure, ETA X.X Mins, Rue De Renewable and such. NFS: Most Wanted, FIFA '10 and Counterstrike matches started in the morning and were going on throughout the day. CADventure, a civilian event, had the ten finalist teams designing a resort and were judged on the basis of their creativity, resourcefulness and space allocation. The winners K.Kirubakaran and A.Pravin from Kalaingar Karunanidhi Institute of Tech., Coimbatore took home a cash prize of Rs. 3000. Planning for Anokha '11 started off as early as May-June '10, according

to the organizers. The prize amount was initially fixed at Rs. 10 lakhs. But due to the enormity of the event and the response received, the prize money was raised to Rs 15 lakhs. There was a brief period of uncertainty due to sponsorship issues which caused distress among the student coordinators. They have not yet been informed of the finalized amounts. But Prasanth.R.Nair, Convener, Anokha 2011, has confirmed that the issues have been ironed out and 15 lakhs worth of prizes in cash and kind will indeed be distributed. Interdepartmental prizes like the ones for the departments hosting the best stalls will be given later. "I can say with confidence that Anokha '11 is one of the top five tech fests of India and the biggest event in the history of Amrita," Mr. Nair said.

### What they said...

"The campus is very colourful and the environment is lovely. The coordination between the organisers could be made better for better access to the events" - Prem kumar, Karunya University, Coimbatore.

"The college is really awesome. In fact it doesn't feel like a college at all. It has a unique and wonderful atmosphere and the fest is being organized well with a lot of interaction. We feel like we have come for a picnic" - Pavithra Sindu, PSG tech, Coimbatore.

"Three things that impressed us distinctly were the size of the campus, the abundant greenery and the great display of events and stalls. Security is heavy but is essential too" - Sankaranarayanan.M and Vivek Murali, P.E.S school of Engineering, Bangalore

"I had a scrumptious breakfast this morning. The food court is impressive and I am having a lot of fun" - Rabul. M, Amritapuri campus

"I am attending Anokha for the second time. I appreciate the efforts of the entire team, especially in the improvements in hospitality and infrastructure compared to last year" - Venkatesh Rajan, Ramakrishna College, Coimbatore and V. Jeevanraj, Sonal College, Salem

"The standard of organization, especially at the front desk could improve a bit. Maps, if provided for the visitors, would have been beneficial" - Arrun Raj.S, Janson's College, Coimbatore and V. Jeevanraj, Sonal College, Salem

As told to Lakshmi Sivadas and Mrinal Mehta