



"We have nothing to lose by trusting the infinite power of the Self, except the bondage of our own ignorance".

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Amrita School of Communication

Back with a Bang: Anokha'12

Anjana Anand

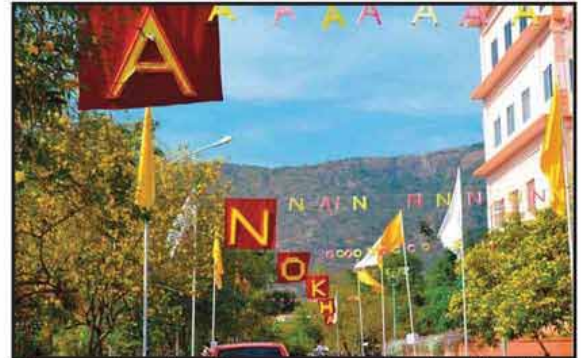
Ettimadai: The much awaited fest of the year has finally arrived; bigger and better this time. Covering a wide range of events and workshops, the three day fest has opened its doors to students across the country; providing them with nothing but the best. A team of 1500 students with the help of faculty members in a span of six months have worked hard to spread out an array of expos, events, presentations, and conferences mainly focusing on the theme 'Eco-tech and sustainable development'. "We have 12 workshops which consists of both technical and non-technical workshops to avoid monotony," says Prasanth R. Nair, Convener, Anokha'12. The non-technical workshops include Photography and Share market which please the Y-generation to

a large extent.

If last year TEDx was the highlight, this year the spotlight has been snatched by a lot more events like the 'Torq Auto Expo', 'Illuminati', 'Greeni conference', and the special workshops on 'Google Apps' and 'Android'. To the surprise of everyone, for the first time in Amrita, a bike stunt show has been arranged by the Auto Expo team. The show will be performed by a six-member team from Coimbatore called 'Throttlertz'. The stunts will be performed on the second day evening at the main ground. A safety rally will be organized by the 'Throttlertz' to entertain and educate the aspiring bike stunters. Famous names like 'Café Coffee Day', 'Dominos', 'Gangotree', will be among the 25 food stalls that

have been arranged. So look out for all these and much more at Anokha'12.

For the first time in Amrita, a bike stunt show has been arranged by the Auto Expo team



The campus brimming with energy on the previous day of Anokha



Photo Courtes: - Anushree Madhavan

Walk the talk

People from different walks of life to enlighten the crowd at TEDx.

Spandana Kadiyala & Deepthi Ramdas V

'TEDx', which stands for Technology, Entertainment and Design, is an event independently organized by the Amrita family in bringing together people from different walks of life. "Through TEDx, we aim at providing students with different perspectives, and not stick to the technical world alone," says Prashant R Nair, the convener of Anokha'12.

The TEDx team has brought in ten speakers from various parts of India. While Krishna K Nair will talk about the entrepreneurship qualities, Gaurav Kalra and Nirupama Subramaniam will enlighten the crowd on his life as a journalist.

The others in the list are the chef turned social activist Narayanan Krishnan, the extraordinarily talented mind-reader, magician, corporate speaker, entertainer and hypnotist- Nakul Shenoy, the IPL

trophy designer Abhijit Bansod, and the environmentalist C. Srinivasan. A highlight of the event would be a special talk by one of the members from the Amala Bharatham team. The event starting from 10 in the morning on the second day of Anokha'12 will not only include speakers, but also entertainers and performers. The young and charming sand artist Rahul Arya will mesmerize the mass with his artistic talents, while the Carnatic sisters 'Ranjani and Gayatri' will captivate the audience with their lilting music.

"The main aim of TEDx is to spread ideas, be it small or big, so that it can germinate the seeds of thought within the audience," says a member of the TEDx team.

The TEDx team hopes that the audience will awaken to the new ideas which the presenters are bringing in and gain inspiration from them.

DRAFT OF SCHEDULE

TEDx
AmritaUniversity
an independently organized TED event

 Abhijit Bansod 10:00 AM	 Karthi Balasubramanian 10:25 AM	 Narayanan Krishnan 10:50 AM
 Nakul Shenoy 11:15 AM	 C Srinivasan 11:45 PM	 Ranjani - Gayatri 1:35 PM
 Gaurav Kalra 2:00 PM	 Nirupama Subramaniam 3:25 PM	 Rahul Arya 3:55 PM
 Krishna Kumar Nair 2:30 PM		

Date: 17th FEBRUARY, 2012
Venue: AMRITESWARI HALL
(Timings are subjected to change)

A drive through the exquisite vehicles

Anokha has always taken up initiatives to let the name of Amrita fly high. Adding a feather to that cap this year is the 'Torq' Auto Expo; the largest ever Auto Expo in the history of South Indian Universities. 33 vehicles, ranging from the latest models to the vintage collections, will be sprawled over an expanse of over two lakh square feet.

The expo will showcase fuel efficient and green cars that will reform the automobile industry, keeping in mind the theme of Anokha- 'Eco-Tech and Sustainable Development'. The expo will not just exhibit the innumerable vehicles, but will also be interactive by giving an opportunity to the auto addicts to check their knowledge with the help of an 'Auto Quiz'.

"India is emerging as one of the auto centres, and we wanted to present a demonstration of the same," says Mohammed Nijil, Student Head of Torq.

The Expo is truly a place to visit, as every detail has been attended to. The Expo is sure to get your pulse raising.

On the Path for a social Change

Amrita cleans the country through its Amala Bharatam Campaign



Photo Courtesy: Amrita University website

The students and volunteers from Amrita during the clean-up drive

Komal Gautham

On November 3 2010, over a lakh student and staff members of the Amrita Varsity got ready to get their hands dirty – for a good purpose, of course. On that hot Sunday, this group took their first step forward towards realizing the earnest vision of a clean India. In large numbers, they took to the public bus stand, nearby village areas, and small pockets of the town – clearing the trash, plastics and soiled walls. The initiative, better known as ‘Amala Bharatam Campaign’ (ABC) was the brain child of Mata Amritanandamayi, Chancellor of Amrita Vishwa Vidyapeetham. For over a year now, the volunteers at the Mata

Amritanandamayi Math (MAM) have taken up the responsibility of preserving the cleanliness of our surroundings. The chancellor had also declared that the MAM was ready to take up the responsibility of constructing toilets and installing trash cans in government schools and along the roadside all over India with the support of state governments and other organizations. Places such as Mysore, Bengaluru, Coimbatore, Kochi, Kannur, Pandalam, Thrissur, Hyderabad, New Delhi, Mangalore, Jaipur and many others have gotten a makeover in the past year, with their most unsightly public places such as the bus stands, lakes, highways and even

Clean-up drive at Ernakulam Collectorate

Bring in an army of 1,240 committed volunteers, hundreds of brooms and brushes, and four hours later it becomes sufficient to make people gasp in disbelief at the visible change in a public building. The Collectorate in Ernakulam is one of its biggest government office complexes and is frequented daily by many citizens. From all parts of the Collectorate, the ubiquitous plastic, organic and metallic waste, paper and what not were cleared, sorted, and stuffed into trash bags of different colours and disposed off. The campaign was scheduled to end at 11.30 AM, but that was not to be. The ABC organizers had not foreseen the additional drove of devotees who suddenly came forward to participate. With renewed enthusiasm, the clean-up continued till 7.30 in the evening!

hanam were cleaned by volunteers along with student volunteers from all the campuses (Amritapuri, Bengaluru, Coimbatore, Kochi, and Mysore) of Amrita Vishwa Vidyapeetham and devotees from across Kerala, Karnataka and Tamil Nadu.

The world cannot be changed overnight. Positive changes are a culmination of the sweat, efforts, and unity of many people with consistent determination.

This campaign was driven by such a spirit and has been supported by many. It has also brought together diverse people, including government officials like Mayors, District Collectors, Corporation Commissioners, and even Chief Ministers.

government offices and hospitals thanks to our relentless volunteers. In November 2011, the Amala Bharatam campaign reached a

new height when its enthusiastic team took to reforming the famous pilgrim town of Sabarimala. The areas surrounding the holy river Pampa and Sannid-

Sing and dance to your favourite tunes

Get ready to unwind and enjoy the performances of Amritians during the Cultural Nights.

Anushree Madhavan

If you think that ‘Anokha’ is only about technical and non technical events, then you are wrong. After toiling hard all day, the cultural programmes every evening is here to recharge your spirits and give those stressed muscles some relaxation.

The events will see its curtain rise to ‘Flute Tunes’ on 16th, an instrumental night. which will be a flute rendition by Mr. M.Pushparaj. ‘I will be performing 12-14 different songs on flute and will be accompanied by people on keyboard, tabla, base guitar, lead guitar and a rhythm pad,’ says Pushparaj, faculty, Mechanical Department, Amrita school of Engineering.

Synchronized tones and lilting music will waft around the campus on 17th, when ‘Raaga’ unfolds. Rhythmic, scintillating movements await you on 18th,

with Nritya. ‘Practices are in full swing and we have 13 songs in our kitty, an assortment of solo, group and instrumental music,’ says Aarabhy Surendran, President of Ragasudha. The increase in the number of participants would enhance the performance quotient, as they are all putting their hearts and souls into it.

An ‘Aerial act’ will act as Nritya’s crowd magnet this year, since this has never before been performed in Amrita. ‘The ‘Aerial’ girls are being trained by special trainers from Trivandrum,’ says Mojith Mohandas, president of Nityasudha. ‘Nritya’ will also have classical, western, hip-hop, contemporary, and theme based dance performances.

This is not all. There are surprises in store for each night of the event. For all this and more, be the first ones to grab the seats in the Auditorium.



Photo Courtesy: Subin Kurian Varghese

Raaga and Nritya artistes performing in 2011