



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

Business 'blooms' on the V-day



Bouquet of roses for sale at Poomarket, Coimbatore.

Photo courtesy:- Ananthanarayanan K

Praveen Sudevan

Coimbatore: With Valentine's Day round the corner, pleasing your special someone is bound to leave a chrysanthimim-sized hole in your pocket. With the prices of flowers almost reaching unimaginable heights, one has to re-think before deciding whether these flowers are actually worth the cost.

Traditionally, the red-rose has remained the primary present on the Valentine's Day. Vadivel, a flower

vendor from Poomarket, testifies this statement. 'The rates of red-roses double during this period (of Valentine's Day),' he says. The single rose which costs Rs. 10 during normal days; double up to Rs. 20 on the fourteenth of February. Vadivel interjects to add that the supply falls short of the demand most often than not. This year as many as one crore roses have been brought down from Hosur for this very reason.

However, things do not seem to be

the same everywhere. Another florist from Poomarket says, 'I couldn't reap the expected profits last year, as there were many groups protesting the Valentine's Day celebrations'. These factors do affect the 'profit period' of the florists where they make the most of the season.

Talking about profits, the bouquet boutiques over the city tend to cash in the bonus points they get on Valentine's Day. 'I got a solid 75,000 rupees profit last year only on flowers and

bouquets,' says Ajay Charles, a bouquet shop owner from Kavundampalayam, who is also into online gifts and floral arrangement. The flower-bunch type of bouquets cost around Rs. 450 and they sell the most, he adds.

To append the flowers are the gifts and good old greetings that serve as an everlasting memento. 'People belonging to the 18 to 26 age group throng the shop during this period,' says Mr. Suresh, the Customer Service Executive of a leading gift boutique located at D.B. Road in RS Puram. The heart-shaped toys are the need of the hour during Valentine's Day along with the soft toys and ceramic dolls, he adds. 'And as for the greeting cards, they never seem to go out of fashion, do they?' smiles Suresh.

But what is the point of buying each other all these gifts? 'Well, it is to express the affection for each other and these gifts also serve as memoirs of the past,' says Sunil Patel, a twenty year-old college student. But here is the rather more realistic and important part: 'Boss, the money matters too. The quality of the gifts is directly proportional to the thickness of the wallet,' winks Sunil.

In Campus this week: Anokha'12

Ettimadai: Promoting its theme 'Eco-tech and sustainable development', Anokha'12 is going to present a variety of technical and non-technical workshops, conferences and presentations. The highlights of Anokha'12 are:

Torq Auto Expo- One of its kind, 33 cars and 20+ super bikes will set foot for the first time in Amrita.

Illuminati- A convergence of science with technology will be presented in the form of a series of lectures by eminent personalities of the fields.

Greeni conference- In collaboration with the IGBC (India Green Building Council), the conference aims to promote the concept of thinking green in all aspects.

Industrial exhibitions by the National Aerospace Lab and Robert Bosch Pvt Limited.

Cultural events to showcase the talents of Amritians and an exclusive **bike stunt show** by 'Throttlerz'.

More than 20 food stalls with an array of mouth watering delicacies to choose from.

"VIDYUT'12" – An exercise in excellence

Grishma Raj

Kollam: Robot wars, keyboard controlled cars, treasure hunts, B-plans and not to forget a mesmerizing performance from singer KK - 'Vidyut 2012', the national level multi-fest organized by the Amritapuri campus of Amrita Vishwa Vidyapeetham could boast of all this and much more. Held on February 2nd and 3rd, the two-day event was the first of its kind to be organized by the campus.

The fest consisted of over thirty different events from all streams of Engineering with prizes worth 1.2 million.

The theme for this year's fest was 'Technology for Humanity' which included invited lectures, seminars, exhibitions and project expos.

"It is the first national cultural and technical fest in Amritapuri

campus. It is a great opportunity for all students to put their talents to use on many things" said Prashanth, a student organizer.

The student volunteers definitely deserve credit for their wonderful hospitality and meticulous organization. The campus gleamed with colorful lights on both days of the fest, adding to the beauty and fun quotient. The food court offered many different options from a balanced and diverse platter of western and Indian recipes. Some of the students opined that the strength of the crowd did not match expectations and felt that it being a first-time event in a remote area could have been the reason. They nevertheless welcomed the encouraging response and participation from the students of Ettimadai, Mysore and Bangalore campuses of Amrita.

PHOTO OF THE EDITION

By Soumya Somasundaran, CB.EN.P2CEN10022, 2nd Mtech



Sunset near Amriteshwari hall.

Spreading love through selfless deeds

Madhu Karan Pillai

It's the day love gets a whole new meaning; the day people express their love to their near and dear ones. Valentine is the patron saint of love. To this very day we honour him, by celebrating love on the fourteenth of February every year.

Love is widely regarded as the most powerful feeling in the world. However, there are a few

There are those who share and give their love, those who make sure it spreads around the world, to people who most desperately need it.

who don't restrict their love to mere commemorations and celebrations. There are those who share and give their love, those who make sure it spreads around the world, to people who most desperately need it.

The world has known to be inspired by many people for whom



Mata Amritanandamayi

expressing love with no inhibitions came naturally. Among the many, here are three of them, who took up the mission of spreading love and eradicating discord and disharmony; Mata Amritanandamayi, Mother Teresa and Nelson Mandela.

Embracing love

Mata Amritanandamayi needs no introduction. Affectionately called Amma by her disciples and followers and also known as the 'Hugging Saint' in some quarters, she gives darshan and hugs to thousands of people. She says



Mother Teresa

that her hugs are mere signs of selfless love. Also the humanitarian activities the organizations indulge in have brought changes to hundreds of lives. She is the perfect example of spreading love; and that's evident by the number of people who throng her ashram just to get a glimpse of her and receive her hug. "Amma's love is the real, unconditional love. It's completely different from ours," says a fourth year engineering student.

The other name of benevolence



Nelson Mandela

Mother Teresa was a Macedonian who founded the Missionaries of Charity in Kolkata, West Bengal, where she took care of hundreds of poor, sick, lepers, HIV infected, and dying people and gave them food and shelter. Her eyes refused to see what the rest of the world considered as reasons to discriminate. At present the Missionaries is present in 133 countries across the world, spreading her message of love and selfless service.

The saviour of the downtrodden
Nelson Mandela was the first

democratically elected South African president before which he was an anti-apartheid activist fighting for the rights of the blacks. After spending 25 years in prison he was released in February 1990. He was chosen as the President in 1994 and worked towards spreading good relations with the white people. His message of love and peace found a natural affinity with the world and he got immense support from other countries as well.

These people are quite different from the ordinary. In this current age where cards and gifts are exchanged as tokens of love, these extraordinary people showed us a different way to express it.

We would do ourselves a world of good if we elevate our understanding of love to different levels and make an effort to spread its wonderful message through words and deeds. After all, as they say, love has no barriers.

Photo Courtesy: Google

When Valentine's Day turns perilous



Party activists showing their protest against Valentines day celebration.

Jayanthi Pawar & Krishnanjana. J

Coimbatore: Celebrating Valentine's Day could be an accepted norm around the world, but it is yet to build a strong foothold in Coimbatore. The incidents of last year proved this right, when regional parties protested against the 'Valentine's Day' celebrations.

Activists were seen protesting by raising slogans and tearing Valentine's Day cards. But the protestors appear to have a strong justification for their actions. "We are not against love. We are protesting against the indecent way people celebrate it," says Shankar, one of the activists.

Many factions had protested viciously in the city last year. Protestants burnt Valentine's



Dogs being married as a symbol of protest during last year's Valentines Day

Day greeting cards and gifts to show their disapproval of the celebration. This was just a way of protest, one among many strange ways. The parties had gone to the extent of getting dogs married to get their point across.

People, however, are a mixed bag of opinions.

"I am not against Valentine's day. It is just that today's generation are hasty and parents feel they might end up making the wrong decisions. It is the duty of the children to prove this worry wrong by not misusing their freedom," says Hema Sukumar, mother of two children.

According to Sneha Subramaniam, a college student this cel-

This year if they create a commotion and violate rules, actions will be taken to put them behind bars

ebration is just a waste of time. This just reassures that you have someone special. And true love does not need reassurance.

But Affrin Nazere thinks about the celebrations in a different way. She thinks the day is a bonus, and a day of surprise. The government and the police remain neutral, but are strongly against the commotion people create in the name of celebration. They are ready to counter any form of violence with law.

"It is just certain party workers who blow it out of proportion. And this year if they create a commotion and violate rules, actions will be taken to put them behind bars," says Chandraselvan, Police constable.

A Lot More Real, A Whole New Experience

'Alienware' has invaded the world with its state-of-the art technology



Photo courtesy: Google

Ananthanarayanan K.H.

Get ready to feel the thrill of 3D and duck for cover with the hyper-realistic graphic options in the all new Dell Alienware M17X. Choose the 120Hz 3D panel powered by NVIDIA or AMD graphics to enable the in-your face 3D experience, and your 3D games and Blu-ray content would have never looked so real. Enter the world of HD, regardless of what's on your screen, by just upgrading to the optional 120Hz-full-HD display. You can also enjoy HD on big screen by projecting your content using the easily accessible ports. Get superior interface with the Windows

7 (64 bit) Premium operating system. Don't stop for anything while you work or play as you are equipped with DDR3 RAMs of up to 24GB.

The sound is on another level when you play your favourite tracks through the Integrated Digital 7.1 Surround Sound Support audio system from Klipsch. Thanks to the 9-cell Lithium Ion battery, the charge too will last longer.

The 5.3" Kg laptop, however, lets out a lot of heat owing to the high end processor. At a mind-boggling price of Rs.1, 65,000, Alienware M17X is sure to burn a hole in your pocket.