

## SNIPPETS

### ASCOM alumni turns cinematographer for telefilm

ASCOM alumni Santosh Kumar turns cinematographer for a Tamil telefilm titled 'Endrendrum Pun-nagai' which was released last week at the Kasturi Srinivasa Trust, Coimbatore. The editing of the movie was also done by him. The movie starring ASCOM alumni Ravichandran was produced by Muthu Kumar and directed by Rajeswar. The film was released under the banner of Media Players and tamil Thirai.

### Hubble

Astra – the astronomy club is holding night sky observation organised by the Coimbatore Astronomy Club from February 24th to 27th as part of Astronomy Week.

### Gravity

The 'silent' hit of 2013, 'Gravity', will be screened at Amritheshwari hall on 24th February at 4:30 pm. The film starring Sandra Bullock tells the story of an astronaut who gets lost in space.

### Astronomy week

Astra – the astronomy club is observing Astronomy Week from February 24th to 27th. Various games and quizzes will be conducted. For more information SMS or WhatsApp your names and roll numbers to 8754557165

### The Salon

The Salon & Spa was inaugurated in Mythreyi Bhavanam on 12th February. It stays open from 3 pm to 6:30 pm on weekdays.

## A nostalgic birthday surprise

How about receiving gifts for yourself on your friend's birthday? No, I'm not talking about gifting your friend on his birthday or about the return gifts. This birthday, Facebook is giving away personalised gifts for each and every user.

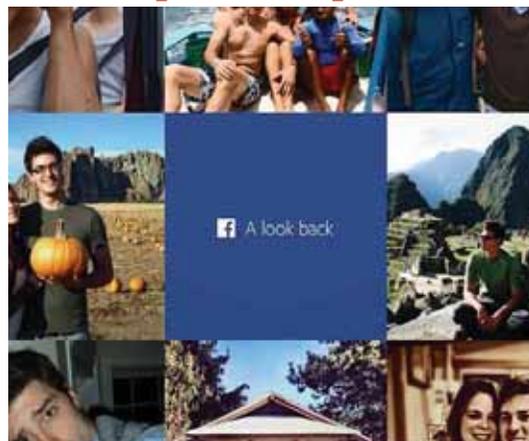
Yes, it IS real! To mark its tenth birthday, the social networking giant Facebook is giving away a 62-second long personalized movie signed by the founder himself for each of its users. It is titled 'A Look Back' and takes the user on a memory ride featuring the most important events, most liked posts, activities and everything else that have created ripples in their profile. The video is accompanied by an instrumental background score.

By showing snippets from the users' entire journey on the site, it reminds what Face-

book meant to them when they first signed up and how it has went on to become an inevitable part of their lives. The movie will be available to the users for one month starting February 4, the birthday, and later only if they share it on their timeline. Unless and until a user publicises it, others won't be able to watch her movie.

As the videos went viral, Facebook introduced a new editing feature to it. Now, the users will be able to edit their own movies by adding or removing photos, posts and other activities before sharing it. They will also be able to edit already shared 'look back' videos.

But the personalized movies have left a small section of the users unhappy. It is because the videos clog their newsfeeds as more and more people explore them. Critics



also point out that the birthday present could be a gimmick to lure the network's audience in order to prevent them from quitting the site. In spite of showing record profits in the markets, studies reveal that Facebook is fast losing its popularity, especially among the teenagers.

"It's been an incredible journey so far, and I'm so grateful to be a part of it. It's been amazing to see how people have used Facebook to build a real community and help each other in so many ways," Mark Zuckerberg, the founder, said in a Press statement.



## Christ University bags overall championship at Pragati '14

**AmritaNagar:** Christ College, Bangalore, won the overall championship at the three-day national level B-Fest, 'Pragati', held here from 7th-9th of this month. The Department of Management Science (DOMS), NIT Trichy, became the runner up.

Students from across the country including those from the premier management institutes like Xavier Institutes, IIT Madras, Symbiosis and Tapmi participated in the event. Out of the twelve management games built on the domains

of HR, Marketing, Finance, Operations and Systems, the 'Best Manager' game titled the 'Crusader' was designed to test the mettle of the candidates in all fields of management. Karthik Rajan of Loyola Institute of business administration (LIBA) was selected as the 'Best Manager' and was awarded a cash prize of Rs.30,000. A total of Rs.3,00,000 was awarded as prize money to the winners of various events and competitions. Different management games, the highlight of the

fest, tried to cultivate a new understanding in the students that businesses need to make a shift from being merely a "profit-maker" to a "problem solver". 'Champion of Business beyond Profit' was a new topic introduced this year as a panel discussion. A total of 298 registrations from 32 colleges all over India were done at the venue. Apart from the exciting competitions, a variety of other programmes were also held as per schedule - including group dance, western songs and DJ. Colourful decorations

and creative art work added the much-needed gloss to the fest. The different food stalls and eateries put up at the event served as major crowd-pullers. "This Fest is all about the hospitality of Amrita" said Suryanarayanan, the President of the Student Coordination Committee of 'Pragati'. Parveen Chaudhary, a student of NIT, Trichy, said "Hospitality and event organisation was awesome. The game standards were really good and it was a very good experience for all of us".

## “Two-much-love”

A beginner's tryst with love in the industry

*Work pressure in the industry can be quite challenging for any fresher especially on an occasion like Valentine's Day when most of their peers go all cheesy about the occasion. Here's an ex-student's note on managing work stress and emotional stress in the industry. The writer is a journalist working with The New Indian Express, Coimbatore.*



Karan Pillai is an alumni from the Mass Communication department. He is currently working in Indian Express in Coimbatore, and is a part of Indulge.

Last year sometime in November I came across an article on my Facebook news feed titled '5 Things You Should Know Before Dating A Journalist'. The article touched upon few things (like attention to detail, job obsessed 24\*7, smarter than most and so on) that make our breed a cut beside the rest (yes I didn't say cut 'above' the rest because we believe we are THAT different and so do I). On Valentine's Day, when the entire population will be celebrating love in their own way, we journalists will be caught up in our daily routines- fingers in constant motion over the keyboard and eyes fixed onto our computer screens, waiting for the last word to be typed out or the final approval from the editor. Some lucky ones have the benefit of understanding partners who might postpone the date to the weekend; some, like me, have taken solitary repose in boring philosophy trying to explain the difficult concept of love to myself (often in vain); while there are others who are content with their singular status.

If you ask me what love is all about I would say the answer lies within us. Might sound clichéd but experience has taught me this. Bottomline is that love is everywhere but relationships are not. So what if you don't have a partner? If you like someone, take the bold step and let it all out to him/her. On the verge of breaking up? Remember the good times and try to sort the differences (easier said than done I know). Or is it that you don't fancy anyone at all? Just take a break from Whatsapp or social networking websites, give a call to your parents and tell them how much they mean to you. It doesn't matter how old we are; what matters is our belief that love is always there in our lives. On a parting note as I wish all of you a happy Valentine's Day, let me urge you to feel the love, be cupid and stay stupid - its worth a shot!

## Kites: a new way to socialise

**Khushboo Jain**

Are you tired of being on Facebook or Pinterest for long hours doing nothing? Bored with the same, old cafe that you hang out with friends? Are you waiting for that social joint where you can be yourself, share your thoughts on anything and everything, that too for real! If yes, Kites cafe is the name you ought to hear. Kites cafe adds a whole new dimension to socialising. If you are alone, a green flag on your table signals that anyone from the crowd can join you. The red flag is for the ones who do not wish to be disturbed. In an attempt

to promote friendly discussions over sports, the cafe allows the customers to occupy the centre-table, watch and discuss matches over a cup of coffee. Yet, there will be bouncers deployed to maintain the decorum of the place.

The Nuova Simonelli Cappuccino machine which gives over fifty varieties of Cappuccino is one-of-its kind in the city. Launched by a five-member young entrepreneur team 'Viyal', Kites cafe has anything from milkshakes to mocktails, Caribbean barbecues, burgers, cakes, muffins, cookies, sandwiches and many more.

## A Writer's thoughts on love

Ambar A.

They say colours speak to people. Different hues reflect different moods and emotions. All around the world, people see the very same things but take home very different memories. With all due respect to this colourful chaos of opinions, I believe love can be called white. Like the fleeting clouds we see, love engulfs every aspect of our life. Some of us accept it, some of us live with it and yet others deny it. Poets, writers, singers, dancers and other such artists have all tried to render their own interpreta-

tion of this lofty theme.

The very beauty of the idea of love is that it evades description. It is in many ways a very personal definition. Primarily, we see love in different ways because deep within ourselves we want different things. Love is the truth, they say.

When love can be experienced, understood and defined in so many ways, why is it that I still choose to call it white? White represents the amalgamation of all colours. We see the abstract idea of love in different ways but mean the same sense of belonging, purpose and comfort. Love

can be anywhere, it can be anything.

Such an abstract idea love seems like. Freedom aplenty it seems to provide. We don't have to wait for it to happen. It is a form of life; the present moment. It is the marvel of creation; a celebration of life. Ultimately, it turns out to be a serendipitous marriage between life and the mind.

(Ambar A. is the winner of both creative writing and debate competitions held during Amritolsavam 2014)

## Don't think twice to break the ice

The Feast of Saint Valentine, popularly known as the Valentine's day, is observed on February 14th in most countries. This celebrates the heart-warming hagiographical account of Saint Valentines' imprisonment and execution for performing weddings of soldiers who were forbidden to marry. He also ministered Christians who were persecuted under the Roman Empire. The tradition of celebrating on this day started in 18th century England when couples expressed their love to each other.

Each of us celebrate love in our own way. It may be anything from getting a card for our family, hanging out with our friends, to gifting people we adore...this is the day that has been set aside for all this. A day for cherishing and expressing our gratitude to all the love around us.

We understand it is always hard to start conversations with someone you like .To make this Valentine's Day edition more useful, we have decided to list out some commonly used icebreakers by the students of Amrita.

- You seem very familiar.
- What is your favourite movie?
- You look very beautiful, have you ever seen the mirror?
- You shouldn't be wearing make-up because it is messing with perfection.
- I seem to have lost my phone number, can I have yours?
- Can you give me the directions to this place? I seem to have got lost in your eyes.
- You are so beautiful; you give the sun a reason to shine.
- You give me premature ventricular contractions.

Adding a little more speciality we are also giving out some famous one-liners that you might find helpful when trying to catch some attention.

P.S- It is dedicated to all the Harry Potter, Lord of the Rings and Big Bang Theory fans. Enjoy your valentine's day!

- Did you survive AvadaKedavra? Cause your drop dead gorgeous.
- Being without you is like being afflicted with the Cruciatius Curse
- Did you just use the stupify charm or are you a natural stunner?
- Your smile's like expelliarmus: simple but disarming.
- Your beauty has pierced my heart like a Morgul Blade.
- You must be the square root of -1, because you can't be real
- Are you less than 90 degrees, because you're acute girl
- Girl, your name must be phylum, because you are above class.
- Be thankful I am not Sheldon, because you are definitely in my spot.

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