

# CAMPUS BEATS



AMRITA SCHOOL OF COMMUNICATION

FRIDAY 30 AUGUST 2013



“

The birthday of an ordinary person reminds us of the transience of human life, whereas that of a divine incarnation like Sri Krishna reminds us of the soul's immortality

”

## SNIPPETS

### AMRITA TRAVEL DESK

Keeping in mind the hardships faced by students, staff and their families in the Campus, a travel desk has been opened at the estate office for booking tickets and making travel arrangements. The desk takes care of train, bus and flight bookings online. It also offers mobile recharge services for all leading mobile service providers.

### TROT, CENTER GALLOP

United Royal Riders, a Coimbatore-based horse riding school has started a centre in Ettimadai. It is going to be the first equestrian centre here. Students will be given basic level training, after which they will be eligible for cross country riding. Riders will also get an opportunity to go into the forest for a 20 km ride with experienced trainers. The basic level classes will be for 40 minutes each day and the cost is 3,500 for 10 days. For more details contact Mr Vinod 8903400497

## Festivities Galore

The vivid splendour of colours and the joyous warmth of love turned the campus into yet another Vrindavan on the occasion of Gokulashtami '13. The countless Krishnas and Gopis were seen celebrating the birth of everybody's favourite mischief-maker and spiritual master, Lord Krishna.

The festivities began at around 10 a.m. with a brilliant display of floats depicting the life experiences of Lord Krishna. Students danced to the tune of drum beats, adding charm to the procession. The department of Computer Science and Engineering grabbed the first prize with a picturesque display of 'Vishwaroopam'. The second and third prizes were won by the floats depicting Lord Krishna as the 'Protector of Dharma' (IT department) and Lord Krishna as 'Gita Acharya' (Mechanical engineering department) respectively.



Gokulashtami celebrations in the campus.- photo : Raghavan R

Other prizes were given for floats with the best theme, quality, richness and eco-friendly aspects. Interestingly, the conduct of students was also a criterion in this respect.

The spirit of togetherness on full display at the main ground where the students, staff members of the

University and the tiny tots from Amrita Vidyalayam, Ettimadai joined hands in the celebration. Special events like Uriyadi, tug of war, pole climbing added to the fervour of the occasion. Other competitions like sloka recitation, elocution, classical solo, group dance, short film rangoli,

pencil sketching, banner making, painting and essay writing were also conducted. Prasadam was distributed to everyone present. The soothing bhajans which were performed at Sudhamani hall, and extended until midnight, rendered the perfect finish to a memorable day.

## Welcome Freshers!!

### Pournami Krishnan k

Coimbatore: The lamp was lit and in its light, 1500 students were shown the path to their dreams and aspirations. Another batch of newbies, for the academic year 2013-2014, was inducted on July 31 at the New Auditorium in Amrita University. Students from various streams- BTech, BA and the latest integrated PG programs were welcomed to the campus.

Prof. K. Gangadharan, the Head of IT Department, gave the welcome address and briefed the students on general rules and regulations. "This is not an engineering college, it's a university enlightened with the vision of Amma," he said. All the students remained in rapt attention when the Pro-Chancellor of Amrita,



Pro Chancellor speaking to the students during the function.- photo : Praveen R

Br. Abhayamrita Chaitanya gave the presidential address. He compared life with games, in which boundaries are set to make life 'disciplined and enjoyable'. He advised the students, "Learn from your own experiences, but learn from others' experiences too."

Dean of Engineering, Dr. M. P. Chandrasekharan and Director of CIR, Prof. C. Parameswaran were among others who addressed the students. Prof. Parameswaran talked to the students about placements. "Be focused, avail every opportunity. Learn,

learn and learn!" he said. The event came to a close with the national anthem followed by a special lunch, which was organized for the freshers. "The function was lengthy and boring but the lunch was awesome. Worth the wait!" a first year student of CSE Department said.

# New Courses at Amrita University

Amrita Vishwa Vidyapeetham, Ettimadai, has expanded its course umbrella by introducing five-year Integrated Masters programmes in Chemistry, Mathematics, Physics and English. These courses offer the students the flexibility to opt out at the end of three years, in case they wish to choose a different path. There would be placement opportunities at the end of the third and fifth years. The MA Integrated English course offers Indian English Literature and Business Communication in addition to the basic literary subjects. On completing the course, students have different career options such as teaching, content writing, technical writing etc. Apart from the regular curriculum, the students are also trained for TOEFL and other language proficiency tests. Presently,

eleven students have signed up for this course. The core idea behind the MSc Integrated Maths and Science courses is to promote students to pursue 'pure science' subjects. A lot of effort has been put in by the concerned faculty members in designing the course structure at par with IIT standards. Though the students have multiple job opportunities in fields like IT, core industries, statistical institutes, banking and financial sectors, the faculty hope that more students will get into research. They will also be preparing the students for competitive exams to facilitate education abroad. Twelve students have opted for Chemistry, four for Mathematics and thirty-three have joined the Physics department.

## Guest lecture by ex-IAS officer

Pintu Prakash

Dr. Sreedhar Rao, retired IAS officer, ex-Chief Secretary of Sikkim and former member of the National Security Advisory board visited Amrita University on 23rd August and addressed the undergraduate and post-graduate students of Amrita School of Communication. His speech covered India's internal security issues and border crises with the neighbouring nations. Prof. PJayaram, Chairperson of ASCOM, gave the welcome address and introduced the chief guest to the students and faculty members.

Dr. Rao, author of numer-

ous books on the internal instability in India, enlightened the budding journalists about the various issues that the nation is currently going through. He also stressed on the key role of journalists in solving these issues. He stated that there were three Es- 'Ethnicity, Economic Development, and Election Process', which contributed to the internal crisis. He said that the border states are sensitive because of the illegal influx of people from the neighbouring nations. The lecture ended with an interactive Q&A session.



Elephant photographed from academic block 3 of Ettimadai campus - Photo : Praveen R

### FIRST DAY AT COLLEGE

I woke up with mixed feelings of apprehension and excitement. Today wasn't like any other day, it was my first day in college. I couldn't wait to get to class to see who else had made it to my class. I had woken up quite early which was quite unusual especially after the long vacations that had just gotten over.

When I left the hostel, I felt like I was entering a new world where I knew no one. The tedious walk to college seemed really short that day as I alternated between admiring the view, the confidence of seniors and the campus in whole. After reaching class I let out a sigh of relief as I saw some familiar faces in the crowd.

Just as the icebreaking session got over, in walked our class advisor and the head of department. Each of them had their own things to say that would help us. Then we started to introduce ourselves to the rest of the class.

Now this ritual was something I had been doing for a long time, yet my heart beat faster when it was my turn. The introduction sessions in every class ate up most of the lecture time but at the end of the day I realised that I was in the midst of immensely talented folks. Though I expected my first day to be something really special, it turned out to be quite ordinary. On second thoughts, the people I met turned out to be extraordinary, which was more than enough to make the day special.

- Shanti S Nair,  
Ist B.A Mass Communication

As I entered this great magnificent campus of Amrita.. it seemed like a totally different world to me..the lush green environs, students sauntering, the slight breeze, the positive vibes- all of it together echoed positivity

and recharged my very being with optimism. Like Julie Andrus in the Sound of Music, I was brimming with anticipation of what will be! The spacious, airy marbled classrooms of the ASCOM block that glistened in the light and blessing of Mata Amrita kept my spirits afloat. Mata Amrita's benign smile that I connected with to every photograph of hers instilled in me a realization that I was indeed in safe hands. The smiles of my new classmates and seniors assured me a pleasant stay here. The committed faculty members that I met during these first days further strengthened my belief that I had reached the right destination that will take me further on this academic journey and fulfill all my dreams and aspirations.

- Kirti Gosain,  
Ist B.A Mass Communication



Pictures were contributed by Pinky Premal and Arya Devi

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