



"Everyone in this world should sleep without fear, at least for one night. There should be at least one day when there is no violence. Everyone should eat to their fill at least for one day. This is my dream" - Amma

Published By Amrita School Of Communication, Amrita Vishwa Vidyapeetham

## Recession: A blow to the youngsters

Arya.T.G  
Nimisha Nair

Business colleges across Coimbatore are being adversely affected by recession, with a decrease in companies coming for recruitments, as placement statistics of top business schools in the city like Amrita School of Business and PSG Institute of Management reveal.

A decline in the number of students getting recruited and the salary offered to them are clear signs of recession, according to Eshwar Krishna Iyer, Head of Placements, Amrita School of Business (ASB). In this B-school, ranked 17th among private business schools in the country, where an average of 30 recruiters come every year, this year only 13 companies have offered jobs so far. "Companies are making do with available manpower instead of recruiting new people", Professor Iyer opines.

The situation seems to be no different in PSG Institute of Management, where only 68 stu-

dents in a total strength of 180 have been placed. A college that has a proven track record of 100% placement in the last five years, PSG this year has had only 25 companies visiting its campus for recruitment, compared to twice that number last

	ASB		PSG	
	2007-08	2008-09(Feb)	2007-08	2008-09(Feb)
Total Strength	120		180	
No. Of Companies	30	13	50	25
Students Re-recruited	100%	54.1%	100%	37.7%
Average Salary	5.25 lakh	4.5 lakh	4.3 lakh	3.4 lakh

year.

There is a sharp decline in the salaries offered in both the colleges. In ASB there has been a drop from 5.25 to 4.5 lakh and in PSG it came down to 3.4 lakh from 4.3 lakh. These institutes are taking measures in order to get all their students placed by doing away with CAP system entirely or reducing the limit for CAP, which is the minimum salary fixed by the institutes for the companies coming for the recruitments. Madhu Shalin a

student of ASB who got placed in a finance company said that last year there was a CAP of 4 lakh but this year there is no CAP and even if a person is offered 2 lakh he is willing to join. In PSG the CAP has been reduced to 1 lakh to ensure maximum placements. "Now small companies are coming up to build relations with colleges like ASB, even though the salaries they offer are comparatively low", adds Prof Iyer. But recession seems to have affected only placements and not admissions. PSG has witnessed an

increase in the sale of applications. Despite this situation there are people who haven't lost hope. Prof. S. Balasubramanian, Director, GRG School of Management calls recession a slowing down of economy. "It is expected and there is no need to panic, it would take a year or so to overcome the situation and then it would be a booming time", adds Prof Balasubramanian. In his opinion students with distinct skills will not be affected with this slowing down of economy.

## Here ends the long queue

Anu Joy

As per the guidelines given in the annual railway budget 2009, Coimbatore railway station is

now witnessing a renovation work of the sixth counter located at the west side of the station. Three new counters will replace the sixth counter and will be open for the public soon in this busy station where 90 trains pass through daily, with approximately 17, 500 passengers boarding them. The new counters will come as an immediate relief to the rush usually seen at the existing counters. At present there are five counters at the entrance of



Queue at Coimbatore railway ticket counter

which only three work simultaneously. The rush gets heavy during the peak hours i.e. between 1 pm to 6 pm. To get tickets during this time, the pas-

sengers have to be at least half an hour early. At any given instance during these five hours, approximately 240 passengers wait at the counters to get their tickets and board passenger trains taking them to destinations like Trichy, Tirupur, Palakkad, Erode etc. Usually many passengers travel without tickets because of the long lines that snake their way around the counters. "If you come late you miss the train, you come early you make it", says Ms Manjusha Ganesan.

## No action against students driving without license

Meenakshi Nautiyal

Students violating the traffic rules by driving without licenses are let free with a verbal warning, considering their future, according to sources in the Coimbatore City traffic police. It's no wonder you see many bikes parked outside schools like Chinmaya and Chawda in Vadavali, Shri Nehru Vidyalaya in R.S. Puram or SBOA School in Chokkampakur

Some students aged between 16-18 years violating the traffic rules, still manage to park their vehicles outside the school premises. Neither the school authorities nor the traffic police seem to bother about it, if the words of a few school students are anything to go by. Rishabh and Anmol Bafna of Nehru Vidyalaya do not



face any problems with the traffic police. "Sometimes our vehicle gets confiscated but we manage to pull out", they say coolly.

### School rules

School rules regarding two wheelers differ all around. Shri Nehru Vidyalaya follows a sys-

tematic policy that only students with licenses are allowed inside the premises where the Chief Security registers the name and checks the licenses everyday. Students without their licenses park their vehicles outside the school premises. Mrs. Shanta, a

school authority says, "We are not ready to take risk for students without licenses. These students park their vehicles outside the school gate at their own responsibility."

While Varun from Chinmaya School says, "We park our two wheelers outside the school premises. We are not allowed to take it inside. No one bothers about the license there. Traffic police do not check this side. And our school is more concerned about our academics than what vehicle we bring."

### Strict action not taken

Deputy Commissioner of Crime and Traffic, Mrs. Kamini stated that teenagers above 16 years of age are allowed licenses for 50CC vehicles. But strict actions are not taken against students violating the rules. She clar-

ifies, "Spot fines are not taken from them considering their future. We do not want to harass them. We warn them orally. But if they repeat this act, normally they don't, we will file a case. We can even debar them from applying for the license in the future."

Aman, a student of Shri Nehru Vidyalaya, adding more details, says, "Battery vehicles do not need any license. So the students bringing those vehicles park them inside the school."

"Parents allow children to ride the two wheelers without licenses. This is how they learn. They should take care of it," says a source from Traffic Police. Mrs. Neeta Sharma justifies her son driving a two-wheeler, "The school is in the interior and as no bus goes there, he takes his two wheeler."

# Amritotsavam and Institution day-09 celebrated

## The festivals have reached their 14th year

## The heat is on...

Namita Sahadevan  
Natalsha Balan  
Gokul Eknath  
Vishnu Varma

Amrita Vishwa Vidyapeetham celebrated "Amritotsavam"-it's inter-house cultural fest, on the 6th and 7th of March which culminated with the institution day celebration on the night of the 7th.

The two day event was held at various venues like Amriteshwari hall, the car porch and the Sudhamani Hall. The inaugural function was followed by a series of events and competitions including classical music, instrumentals, group music, and drama.

On the Inauguration ceremony, Dr. M.P. Chandrasekharan, Dean of the Engineering School, said that such fests help to establish friendly relations between students of different branches and interests.

The cultural extravaganza evoked enormous response from the audience. The participants of all the houses exhibited their talent on stage, which made the competition stiffer, and the judges had a hard time choosing the winners.

For the first time in the history of Amrita, there was a tie between Anantamayi and Jyotirmayi for the house championship. Amritamayi was declared the runner up.

All in all, the fest received an



*masti.. on the stage*

overwhelming response from the students as well as the faculty members.

The next evening was filled with academic accolades for the Amritians as Amrita Vishwa Vidyapeetham observed its Institution Day, in the open air auditorium. The function also saw academic toppers from the various departments of Engineering, Social Work and Communication being felicitated with certificates and cash prizes. The editors of Amritadhwani and the Secretary-Joint Secretary team of Amritotsavam were also awarded.

Prof. K. Gangadharan, Chairman, IT department, gave

the welcome speech and Dr. M.P. Chandrasekharan, Dean-Engineering, presented the annual report.

The guests of Honor were Dr.T.T. Narendran, The Dean, ICSR, IIT, Madras, Dr. G. Venkatesh, CTO and Executive Director.

Sasken Communications, Bangalore and Dr K R Sridhara Murthy, the Managing Director, Antrix Corporation, ISRO, Bangalore.

During his presidential address, Dr. P Venkat Rangan, Vice Chancellor, Amrita University stated that the coming together of distinguished personalities from the academia, industry, and gov-

ernment is indicative of the collaboration that Amrita strives for, at all levels and in all initiatives.

"With the blessings of Amma and the dedication of the faculty, I am sure that this college is going to go a long way", said Dr .K.R. Sridhara Murthy.

Towards the end of the show, the winners of Amritotsavam 2009 came up with their award winning music and dance performances. Audiences were completely enthralled by the cultural events as claps and applauses rent the night sky. Prof Chinnaswami from the student's welfare department rendered the vote of thanks.

Hitha.G & Laxmi Vasudevan

Summer has hit Coimbatore once again. The city and the people are having a tough time beating the heat. Add to this, the fact that this city is one of the hottest ones in Tamilnadu.

But the scorching summer has paid off well for the cotton industry and the fruit vendors as their sales are soaring high. "There is a sudden increase in the sale of cool drinks and mineral water. By now we have profit of 60%", said Seetharaman, the manager of Royal Kaniyagam fruits stall near Railway station.

Frequent power cuts are another problem faced by the city during the summer. "The city is facing two hours of load shedding everyday and this will continue for the next three months because of the scarcity of water", said Angamuthu V. Executive Engineer, Central Tamilnadu electricity board.

### Campus Beats Team

**Editor**  
Anaswara Bhanu  
**Assistant Editor**  
Nimisha Nair  
**Sub-Editors**  
Arya T.G  
Roopa K.M  
Shahista.N.V  
Varsha Mohan

## EURECA explained

### INTERVIEW: DR.KRISHNASHREE ACHUTHAN

EURECA (European Research and Educational Collaboration with Asia) has Amrita University in its list of the Asian participant universities. EURECA mainly aims to generate academic mobility between Asia and Europe and thus harvesting co-operative and mutual beneficial ties among the Eurasian countries by sharing their ideas in education and in research. The programme is funded by the European Commission. Dr.Krishnashree Achuthan, the local co-ordinator of EURECA, talked to Varsha Mohan of Campus Beats on various aspects of the exchange programme.

#### How did you become a part of this project?

The programme was launched last year. The official kickoff was on last semester (June). Even before becoming a part of this project, I have been interacting with different universities.

#### As the local co-ordinator of the relations between the

#### Amrita university and the European universities, what are your responsibilities?

I act as a liaison between Amrita and the other universities. My role is to ensure that the best among our students are recommended for the training programme. We give our opinions and suggestions to our foreign counterparts.

#### What all are the branches of study dealt with this project? Are there any plans to extend it to other areas of interest and disciplines of study?

The main areas of study are Business administrations and Electronics besides Communication. Definitely, we have plans to extend it to further branches of study and research.

#### Does the project involve only the mobility of students across universities?

The program is to facilitate an easy flow of knowledge between Europe and Asia, beyond the distance. We also have faculty members partici-

pating in the project. The participants go abroad for training for say, six months or more and they are also given a stipend during this period. That is normally how this works out.

#### How do you think participation in this project will make a difference in the relations between Asian and European countries?

This initiative was started to foster a joint participation in education and in research between different universities across the globe. This will enable to bridge the gap between Asian and the European countries irrespective of their multilingual and multicultural ways. New and improved standards of education and research can be exposed to all the other participant countries. We expect a more interactive two way communication process among the countries. We expect this endeavour will help us in exploring new dimensions and relations.

## Centralized admission in ASB

Prakash & Vidya Varghese

With three new campuses offering Masters in Business Administration (MBA), the admission process this year for Amrita School of Business (ASB) sounds more complicated with centralized admissions for all the campuses and different criteria that determine the eligibility of a candidate for each campus. As usual, the Ettimadai campus offers admissions to candidates with a score of 75 or more in the Common Admission Test (CAT), but the new campuses namely Kochi, Amritapuri and Bangalore consider other business entrance examinations like MAT (Management Aptitude Test) and GMAT (Global Management Aptitude Test) for their admissions.

After they have been judged on the basis of marks obtained in their respective aptitude tests, 1100 students are attending personal interviews for 300 seats with ASB faculty in centres across the country like New

Delhi, Kolkata, Hyderabad, Chennai, Mumbai, Cochin and Ettimadai this week. During the interview, the aspiring managers will be tested on their academic performances and communication skills.

"All the students who do well can aspire for a seat in ASB", says Mrs Sunandha Muralidharan, Finance Associate Professor.

Their relative performance that will be taken into account before the final selection list is released for all campuses on 25th of this month.

ASB is unique in its international relations and student exchange programmes. Students of Bangalore campus will study a semester at SUNY Buffalo University of New York and obtain a dual degree from Amrita University and Buffalo. Also, a number of Coimbatore ASB students have gone abroad for doing their 6 month internship. ASB would be taking in 60 applicants in three new campuses each, making the overall strength to 300.