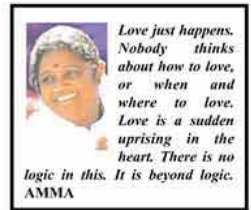


Campus Beats



Published By Amrita School Of Communication, Amrita Vishwa Vidyapeetham

Monday, November 17, 2008 Ettimadai, Coimbatore - 641 105, email:journalism@amrita.edu, Ph: 91422-2656422, www.amrita.edu



First ever costume show in Amrita University

KSHITIJ - Arya's Cultural Fest

Hitha .G
Reporter

Joining hands with People for Ethical Treatment of Animals (PETA), ARYA, the cultural club of Amrita, as part of its third anniversary celebrations, launched a campaign against cruelty to animals. The campaign aimed to spread awareness about the need for protecting animals, and included on signing an oath to refrain from using all animal products.

Named 'Kshitij-2008', the

anniversary celebrations also witnessed a host of cultural programmes in Amriteswari Hall from October 29 to November 2, including film and video screening, musical concerts, skits and quizzes.

Musical Night on 1st November captured the minds of audience, with folk, classical and filmy numbers in Tamil, Malayalam and Hindi. Spoofs during the intervals also kept the audience to their seats with their eyes glued to the stage through out the night.

The next evening saw quizzes, skits, mimicry, and a costume show, all highlighting the relevance and importance of Indian culture. A video show on the cruelty of using animals for various tests and experiments sent across a message to the audience to treat animals with the same kindness as human beings.

The skit and the mimicry underlined the evils of western culture, especially American, and held up the traditional values of Indian culture as timeless and relevant even in the 21st century. The

Tamil skit by Avatar team, which ridiculed at the pretensions of Western culture was a fitting example of the underlying theme of Kshitij-2008.

Viswarupa, a traditional colorful costumes display, showcased the ten different costumes of ten different states of Kashmir, Punjab, Rajasthan, Assam, Maharashtra, Bengal, Gujarat, Karnataka, Kerala and Tamil Nadu in India. Both the Tamil skit as well as costumes display were a first in the history of Amrita.

IT students win ACM programming contest

Hitha G.
Reporter

A team of Amrita Vishwa Vidyapeetham students from the Information Technology Department won the Infosys Amrita-ACM programming contest conducted recently at the Amritapuri Campus in Kollam. The team consisted of Mr. Vasudev Karthik, Mr. Shankar Ganesh and Mr. Yadev Kumar from 4th year IT department.

The programme had three levels-online, insight and International.



The winners

Various South Asian countries like Malaya, China, Singapore were also the members of this contest. This is the first time that the contest was held at Amritapuri, the earlier ones being held in Amrita Vishwa Vidyapeetham Ettimadai campus, IIT Mumbai and IIT Kanpur.

Inter-school Yogasana competitions held

Kiran Kumar
Reporter

District level Inter-School Yogasana competitions were held at SNMV college of Arts & Science on October 24th, 8:30am. The competitions were organised by SNMV Yoga Academy. About 18 schools participated in this event.

In the morning session the participants had to do six compulsory Asanas such as Thirikonas-anam, Pachimuthasanam, Dhanurasanam, Shivalingasanam, Sarvangasanam including any method of Suryanamaskar (12 counts). In the afternoon, the participants had to choose any three Asanas from Bakashan, Natarajasan, Vattaiasan, Mayurasan, Yoganindra, Sirasan, Garbapindasan,

Rajakobadasan and Kurmasan.

"Traditional exercises done by our ancestors are fading out. Youngsters of today's competitive world should be given awareness", said M.Sudhara Mahalingam, Director of Physical Education. According to him, the performance of the participants were good..

The prizes were distributed by the chief guest, Sri Gopaalananda, President of International Yoga Therapy Federation. R. Harihareswar (Corporation High School, Coimbatore) and N. Subhashani Ruby Metriculation School, Saravanapetti) won the first prize in Group I while M.R. Vignesh (Peelamedu School, Coimbatore) and T. Priyanka (Chandra Metriculation, Kalapetti) bagged the prizes of the Group II category.

From Ettimadai to Hollywood

Nimisha Nair
Reporter

Astha (Amrita Science and Technology Action Forum) club organized a session with Arun.P.Chidambaram, an alumni from Amrita who has established his career in graphics and animation. The session took place on 29th October in seminar hall in the main block.

In the session he showed the making of his recent project 'Coraline', a star motion animated project with puppets as its characters which is scheduled to release on Feb 2009. He has also worked in the graphics department of the movie production.

On being asked about the software used, he said all the studios develop their own software for graphics. The session also showed the way computer graphics was used in 'The



Arun explaining movie animations

Chronicle of Narnia'. Arun's success story is quite interesting and an inspiring one. He had an interest in movies and graphics since childhood. After graduation he did his Masters in Multimedia and Creative Technologies. He started his

career at Rhythm and Hues Studios in Los Angeles. He has worked as an educator and look development/texture painter in movies like 'The Chronicle of Narnia', 'Elektra', 'The Golden Compass', 'Evan Almighty' and 'Superman Returns'.