



Mother is always with you. Love each others selflessly and never forget to do your practices.

A noble initiative at Sabarimala

Chancellor AMMA's Amala Bharatam Cleaning campaign reaches Pampa and Sannidhanam

Madhu Karan Pillai

Pathanamthitta: The largest annual pilgrimage centre of the nation received a much-needed face-lift last week, thanks to the efforts of over 15,000 volunteers, including 400 students of Amrita Vishwa Vidyapeetham.

Sabarimala, the Hindu pilgrimage centre located in Pathanamthitta district in Kerala was the latest venue to benefit from the Amala Bharatam cleaning campaign that was launched by Mata Amritanandamayi last year. The drive that lasted for four days was launched by the Kerala Chief Minister Oomen Chandy on November 7, 2011.

Volunteers were divided into many groups and allotted areas for clean-up. Old and dilapidated buildings were ridden of moss and filth. Plastic wastes were handpicked from the ground and put in separate bags. A group of 10-12 Amritians cleaned up the NSS hospital.

While the female volunteers were



Photo courtesy:- Binoy Sivadasan

Volunteers of the 'Amala Bharatam' campaign hand picking the plastic wastes during the drive.

allowed only upto Pamba, where they carried out the clean-up, the men went up to the mala after a 5 Km trek along the Neelimala hill amidst very heavy rains.

The final phase involved the segregation of bio-degradable and non-bio-

degradable wastes and their subsequent disposal in over 25,000 bags into the incinerator units at Pampa and Sannidhanam.

In addition, seminars and meetings were held in the area as a part of the campaign to create awareness

among the local people on the importance of proper waste management. Swami Amrita Chaitanya emphasized that if people got intrinsically conscious of hygiene, there wouldn't be any need for such drives. Civil Police Officer Rajesh mentioned that

this campaign would be an inspiration for like-minded efforts in the future.

The brand new look that Pampa and Sannidhanam wore after hours of persistent work was welcomed with relief and joy by the local people. Shopkeepers Kabir and Asnar Pillai were overjoyed to see the previously repugnant area before their shop look spic and span now. "We hope the pilgrims stop throwing waste wherever they feel like it. We certainly want such drives to be held every year", they said.

Sushma, a local resident of the area who volunteered at the drive, felt grateful to Amma for this endeavor and also commended the students for their work. "We are all ready to take part in any similar drives that would be organized by Amma in the future," she said.

With the pilgrim season starting on November 17th, the efforts are hoped to be rewarding for the devotees and visitors who would through the holy hillock for the next two months.

Getting a kick out of football

Savengers United beat Expendables in the finals of Sayooj Memorial Football Tournament



Savengers United celebrating their victory after the five-day tournament

Krishnanjana. J

Ettimadai: 'Savengers United' emerged victorious in the four day long 'Sayooj Memorial Football Tournament' that ended on the 12th of this month, bagging a cash prize of Rs. 7000. A group of friends (alumni of Amrita Vishwa Vidyapeetham) started the ball rolling this year when they decided to conduct the tournament in memory of their football enthusiast friend who passed away in 2007.

Getting their act together went smoothly and contained minimal red tape as the authorities of the college provided generous help in organising the event. "We would like to conduct Sayooj Memorial Football

Tournament every year. We are genuinely impressed by the response we got from the authorities and the students," Murali Krishnan remarked, lauding the help received.

Out of the sixteen teams from Amrita Vishwa Vidyapeetham that took part in this intra college tournament, Scavengers United, Expendables, Phonix, and Catalans fought their way into the semi finals.

Scavengers United beat Expendables in the final match to lift the trophy that awaited the best team. "Our team has just one college football team member; overcoming this limitation has certainly piqued our confidence and the understanding that the members of the team

share has played an unwavering role in our victory," an elated Sarath Govind, Captain of Team Scavengers United, said.

The teams that finished second, third and fourth were given a cash prize of Rs 4000, Rs 3000 and Rs 2000 respectively. The prize distribution was done by P. Venugopal, HR director of Amrita Vishwa Vidyapeetham. "This is the first time such a tournament is being conducted in our campus and has given the players an opportunity to display their talents. Several players who aren't a part of the main college team have done a commendable job," captain of team Phoenix, Ajay Kumar V remarked.

Transgenders- The Story untold

Anushree Madhavan

Coimbatore: The fragrance of the famed Biryani wafts through the air as you enter the street in Ukkadam that leads to 'Biryani Master', a catering unit. The owner Madana is a known figure in the locality and the ten people who assist her belong to the same tribe. All of them boast of a dignified existence, in spite of being transgenders.

Madana has been a resident of Coimbatore for the past forty years, priding herself on what she is. Eager to support herself on her toes, she bought a house and ventured into the catering business. Now, ten people like her live in the one bedroom house, exerting themselves to take the business forward.

"Amma has never got into any of the wrong stuff that transgenders usually get into," says Sundari, Madana's daughter.

Many of the inmates had to drop out of schools and colleges owing to the

incessant mockery and taunting remarks rubbed on their faces by the society. But, cookery is something they have shown a natural flair for. They are usually asked to cater for marriages, baby-showers, naming ceremonies, and other religious occasions and their pay varies in accordance with the amount of work they accomplish every month.

"This is an art our elders of our community taught us. This business has been in practice for thirty years now and people know us here. They don't ostracize us for what we are," says Janaki, the head of the members and also a field officer for the Allianz project, conducted for health awareness.

The community appears to have emerged beyond the boundaries of social stigma to lead a normal life devoid of pain and distress. Whether this helps change the public's perception of them is yet to be seen.

CAMPUS BEATS TEAM

Editor:-Anjana Anand

Sub-editors:-
Sinduja Raghunathan
Lavanya Menon
Anu Krishnan
Priyanka Victor
Panchami Warrior

Layout and Design:-
Swathi.P.M
Dhanya R Nambiar

Photographers:-
Subin Kurian Varghese
Ananthanarayanan K.H.

Save 50 litres of water by taking a bath

Spandana Kadiyala

Ettimadai: Perceive a capacity of 1 litre in your mind. It is the size of the average mineral water bottle you buy at the stores. Now, what if we challenge you to finish your entire bath with just that amount of water? Impossible? Sure could sound so, considering that the average person uses around 50 litres for a bath.

However, during 'Jeevamrith', the water conservation week at Amrita, this was shown possible, along with many other means to save water in a planet that desperately needs to do so.

Conducted between 8th to 15th November, Jeevamrith was a unique attempt by the 'Jaldhara' team to promote awareness on the rightful usage of water. It sought to educate Amritians on the current state of our water resources, the need and means to protect them, and also about pollution and its effects.

Colourful placards around the campus made one turn and notice short snippets of information and inspiration. The highlight of

the programme, however, was the 'Water Man Show' where



Water Conservation rally conducted in the campus on November 13



Placard placed outside the MBA block for the campaign

Govindaswamy from Dharmapuri demonstrated how to take bath in just one-and-a-half litres of water that paved way for a possibility to conserve hundreds of gallons of water every day.

The 27-year-old, who has already done ten shows on the same across Tamil Nadu, comes from a poor cattle-rearing family. He says that he learnt this interesting and useful skill to save water from Kanakaraj, a school teacher in Dharmapuri. Kanakaraj claims proudly that his entire village in Dharmapuri now follows this custom. "Being in an extremely drought prone area made it so much easier for us to acknowledge the value of such measures" he says.

Now that water paucity is taking its toll on our Siruvani land as well, was it easy for the viewers too to connect with the method? The demonstration was met with mixed reactions, to say the least. "I now understand the severity of the issue and would try my level best to save water in my own possible ways such as closing

the taps when not in use but it is difficult to take bath in one litre of water," says Rakesh, 2nd year CSE student.

Mythreyi Unni, a member of Jaldhara, however stresses that the whole point of such a show was to underline the acuteness of the issue. B. Jagannathan, Faculty-in-charge, Nature club, agrees with her as he says "It should strike us that if we could save so much water while taking bath alone, then we can definitely conserve water in bigger ways for the generations to come".

Constituted by four third-year chemical engineering students T. Maya, Mythreyi Unni, Alvin John and Sumit S Ashok-Jaldhara began as an endeavour for an environmental science project. As a part of their drive, they have gone on a door-to-door campaign in Ettimadai village and conducted poster making and video presentation competitions for students. A rally was also organised in the campus to make people aware of water wastage and ways to conserve it.

Educating the workers at Amrita

Anushree Madhavan

Ettimadai: The first years of Amrita Vishwa Vidyapeetham have taken up the initiative to educate the workers in the campus, sparked from an idea by Ahmed Nasir, 1 year, Mechanical Engineering.

"During my initial days in Amrita I saw boys as young as me clean the mess hall. This disheartened

Anil Varma, who is in-charge of the workers and sites. Subsequently the idea was approved in less than two weeks, basic classes started with few really interested members and ten student volunteers who had already extended their support.

The classes started off with an assurance of making them efficient in life. Apart from the basics

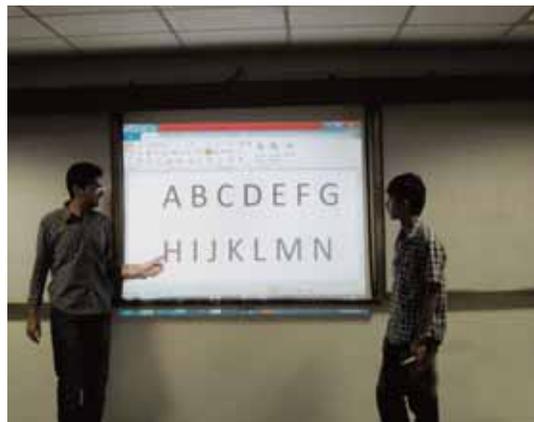
they also talk to them about general awareness.

While the original plan was to teach them different things like opening a bank account and coping up with the advancements in the society, they have realized that these workers are unaware of even the basics. Hence, they had to start from scratch.

Most workers are natives of Orissa and they understand only their mother tongue with little or no knowledge of Hindi; learning is facilitated through a mediator, Duktar Naik, Assistant Accountant at the project office.

As the knowledge level of each person is different in this bunch, they are separated into small groups and each student teaches a group on what they require. Bulli, a site supervisor at the civil department of the project office says that he was very eager to join the class as he had studied while in his village and had to stop midway.

The classes are conducted based on the free times the workers have, who are enthusiastic to learn even after a tough day. The members hope to continue this teaching session, with the help from more volunteers. With such initiatives, students of Amrita keep proving that they always seek out the less trodden path.



Freshers teaching the basics of English to the workers at Amrita

me and I couldn't control my emotions. Luckily our Amritapuri trip was planned for that week and I could talk to Amma directly," says Ahmed.

After talking to the Premier, he and his friends consulted higher authorities of the college who directed the students to Mr. B.R

"During my initial days in Amrita I saw boys as young as me clean the mess hall."

Well begun is half done!

Ragasudha's Alaap inducts the freshers



Ragasudha team performing a medley at Alaap 2011

Deepthi Ramdas V

Ettimadai: To the delight of music lovers here, Alaap got off the ground and put up a mesmerizing show. The induction programme of Ragasudha, conducted on November 8, rendered the difficult, making the fresher's aware of the potential that they uphold.

The programme was inaugurated by the Dean of Engineering, M P Chandrasekharan, Dr Murali Rangarajan, Faculty Representative of Ragasudha, and the President of Ragasudha, Aarabhy R Surendran. The show was a potpourri of classical, Bollywood and rock numbers, thus catering to the tastes of all present.

"The preparation for the induction began around three weeks back, the planning took us around a

month and a half's time", Ragasudha's President revealed. "The entire music fraternity worked super hard to conduct the induction programme. After hours of creative hard work, we believe we have mesmerized and given a fond musical memory for the first years to look back upon", said Megha Madan, an active member of Ragasudha.

Soundharya, like most people present, was all praise for the event and felt that, "it was a very versatile event, where songs were not from one language alone."

Though the President was happy by the overall response and feedback received, she said that the turnout of girls for the programme was lesser than the expected number.

Warriors to the rescue



A work of art using the stationery provided by the 'Clan of Ethical Warriors'

Praveen Sudevan

Ettimadai: It was just another usual lunch break in the canteen of Amrita Vishwa Vidyapeetham. Atharsh Barath, a second-year Mechanical Engineering student, was having a light-hearted chat with four of his friends on the importance of saving.

The discussion started taking on a serious note when they began to contemplate if any difference could be made to the society by saving their pocket-money. The result of this contemplation - more than twenty underprivileged children have books, notebooks and school bags today in their possession. All thanks to the 'Clan of Ethical Warriors'.

Clan of Ethical Warriors- a dramatic name indeed. More like a cult, we pointed out. Atharsh laughs. "Well, what is wrong when such a name helps us identify stronger with the cause?" he asks. Fair enough.

Other members of 'the clan' include Ashok Kumar, Raghu Poopathi, Cibi Krishna and Vijay Kumar. Each member has taken up a different job role to satisfy the mission of the clan.

So how does it work? Atharsh and his team follow the simple step of cutting their unnecessary expenditures every month. The savings are then pooled in and used to identify and aid needy children around the city.

So far, with the help of a number of orphanages, the five of them along with a few other contributors, have managed to buy books and stationeries for some children near Thudiyalur and Aathupalam who couldn't afford those. Less than a year since its inception, the CEW has become an ambitious group that intends to expand. In fact, they have their own Facebook page.

"We're trying to widen the clan by

calling for like-minded people so that it helps the contribution grow and ultimately, more children would get benefitted" Atharsh explains. However, the members do not force anyone to contribute to their cause. The contribution takes place on the basis of free will.

The clan is also garnering official support. The Councilor of Aathupalam appreciated their work and has also promised them a meeting with the Mayor. "It feels good to have government authorities recognizing our work. With their help we could reach out to more people," says Atharsh.

So amidst the burgeoning list of distraction and leisure options available for today's youth, how did four young men find the drive to opt for a road less travelled? "From the satisfaction it gives," smiles Atharsh. "You get a sense of inner-joy when you do these activities. That drives us on."

Wanted



Articles



Caricatures



Photographs

Send in your best work to the editor at anjanaanand@gmail.com

(ph:9500885591)

Human trafficking, a deadly trap

Jayanthi Pawar

Coimbatore: Life is a never-ending nightmare for them, they have remained elusive to care and consideration for ages; some of them are thrust into it, while fate leaves the others with no choice. Alarming statistics show that human trafficking is on a rise in the city. College students are increasingly being trapped into the 'profession', scarring them for life.

Aarshi (name changed) was married off at a tender age of 16 owing to family pressure. The forced physical relationship led to the birth of two children following which Aarshi decide to walk out. "The real world wasn't a bed of roses. I was forced to enter prostitution for my bread and butter," admits Aarshi.

Preethi, another of the kind has a story herself. Having lost her parents at a young age, she was introduced to this profession by her uncle and aunt, when she was barely 15. "It has been five years; I badly want to quit, but there is no way out," says Preethi.

Organizers of flesh trade have resorted to sophisticated marketing through internet where young girls fall prey to the selfish world. Growing affluence on one side and impact of media creates inquisitive teenagers to search for organized brothels.

A few months ago, a special team under Former City Police Commissioner Shylendra Babu and the Deputy Commissioner

had succeeded in arresting 45 middlemen and 84 commercial sex workers, out of which 20 were from various other states. They have been booked under Section 8 B of the Prevention of Immoral Trafficking Act. (PITA). Sex workers are brought on contract basis from the neighbouring states of Kerala, Andhra Pradesh and Karnataka.

Around 70 sex workers have been rescued since then. The drive for eradicating street

CASES IN 2009

13 cases were reported
10 brokers and 24 commercial sex workers were rescued.

CASES IN 2010

25 registered cases
Arrest of 22 pimps
31 commercial sex workers rescued.

CASES IN 2011

January, 3 registered cases
Arrest of 7 pimps
7 commercial sex workers rescued.

brothels continues, while the search for middlemen is gaining pace.

"The awareness on the issue is helping, everybody is a lot more cautious," says Chandran, Constable, B3 Police station.

Easy money and luxury that comes along are the factors that tempt people into stay in this profession. It has to be uprooted from scratch or else the society would become an even more unsafe domicile for the all of the female population.

STUDENTS CORNER

Photo of the edition

Photo Courtesy:- Badhri Narayanan A.S, First year Chemical Engineering



Campus Beats will be back with more News next semester. Happy holidays!!