



"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

Crosscut Road speaks out

Cops control with the heavy traffic with a loudspeaker in a booth near Sree Lakshmi Complex

Renu Unnikrishnan

*'Stop there, wait for the vehicles to move'
'Don't cross the road now'
'Hey school students!
Please be careful'*

Armed with a loudspeaker, R.Selvakumar bellows orders to the pedestrians near the Sreelakshmi complex in Gandhipuram from a booth.

Selvakumar and his colleagues in the traffic police have been at it at Crosscut road in Gandhipuram for the past five years to ensure the pedestrians' safety. "It is very difficult to control the pedestrians' with a signal system as some people don't follow the signals and some others don't even look," Selvakumar, a traffic police

said, "It is not easy to control both the vehicles and the pedestrians at the same time by one person," he said, adding that there were now separate men to control the two.

The traffic police say that the system, which was introduced five years ago, had helped reduce the number of road accidents in the area. They said it was most helpful during weekends and festival days.

Some pedestrians and nearby shop owners say that the loud announcements are more of a nuisance than help. "Sometimes we are not able to hear him because of the vehicles' sound. I think it is better to change this system and introduce traffic signal, like at many other junctions," G.K.Ranganath, a tax consultant, said.

Arumughavadiel of Kamala Stores echoed similar sentiments.

"It is very difficult to control the pedestrians with a signal system as some people don't follow the signals and some others don't even look," says Selvakumar

The announcements have not helped to reduce accidents as many of the pedestrians ignore it. So, it is better to have the signal system," he said.

Some school students say that the policemen are hard

on them. "In weekends, all of us are in a hurry to reach home, especially hostellers. So, it is not possible to concentrate on the announcement, but the policeman always shouts at us for not obeying his commands,"

Kanaka Sundar, a school student of Bharathi Matriculation, said.

But Selvakumar is undeterred by the debate. He has a job to do

"Stop there...let the vehicles go..."



Crosscut road on a busy day Photo: Google Images

Master of all trades- Prof.K.Gangadharan

Prof. K. Gangadharan is the Chairman of the Department of Information Technology at Amrita School of Engineering, Coimbatore. A man with varied experience, he had served as an officer in the Indian Army for 23 years, and was also an Advisor to the Union Public Service Commission (UPSC). The amiable professor as spoken to Campus Beats about his teaching career, life at Amrita, his interests and much more. Excerpts from the interview:



Photo: Special Arrangement

Prof. K Gangadharan

INTERVIEW

A giant leap from the Indian Army to teaching; what was the reason behind this huge transition in career?

Well, you can't call it a direct leap from defense to teaching. After serving the Indian Army for 23 years, I went on to lead an IT company in Kerala. But I founded it to be taxing. Neither did I have time for myself nor did I spend quality time with my sons. As I wanted to work in a relaxed atmosphere I joined Amrita in 2000.

What was your role as an advisor at the UPSC?

I was one of the advisors in a panel of three to four and I basically dealt with academia and industries. My work at the UPSC mainly revolved around conducting interviews, verifying job applications

and setting question papers and syllabi for various UPSC examinations.

How was your experience in setting question papers and syllabi for UPSC exams? How much of clearing the exam is luck?

Setting up of question papers for the exam was not really challenging but the interview part was tough as a clear understanding of the candidate is needed. On the whole it was a very responsible job. Also clearing the exam is quite tough and the process is highly complex!

What are your hobbies and interests? What do you usually do in your leisure

time?

I had a philatelic collection that I later passed on to my son. Due to my interest towards photography, I initiated the Photographer's Club here at Amrita. Right from my student and army days I was into fitness regime which I still continue to do.

You are active on social networking sites. Is that a way of connecting with the young generation especially your students?

During my college days, the only way to keep in touch with classmates and friends during holidays was by writing a letter. Now, it is a good way to catch up with old friends through Facebook, LinkedIn and Orkut. Today, I have around 3,000 names in my friends' list, of which majority are my students.

What are your future plans?

It is not easy to get a job in the technical field today. I have no plans of quitting Amrita as I like the atmosphere here and I also have enough time to spend with my family.

What is your message to Amrita students?

Do not lose focus of your goal in life. Enjoy the maximum with friends as these college days are very precious. Study hard, have fun and pursue hobbies.

Music and dance clubs induct new students

Renu Unnikrishnan

Natya Sudha and Ragasudha, the dance club and music club of Amrita Vishwa Vidyapeetham, conducted the induction programme for the freshers at the Amritheshwari hall. The third and the fourth year students organised Thandav and Aalap and gave music and dance recitals which was performed with zing and zeal.

Members of Natyasudha performed various dance forms. The singers performed a mixture of genres, from classical music to melodies and fast numbers.

Gokul Eknath, final BA Mass Communication student and member of Ragasudha club said "Both the clubs will be organizing mega events in this academic year called Nrithya and Raga. These two events will be open to all students of Amrita, though participation will be based on auditions".

Rapturous welcome to Rajini's 'Endhiran' in the city

Anitha Ramachandran

The city was awash with huge, colourful posters and giant cut-outs of Rajinikanth pointing a gun, as a robot or with the beautiful Aishwarya Rai, as crowds thronged the cinema halls when Shankar's 'Endhiran' was released on October 1. The iconic superstar's fans poured into the cinemas and greeted the movie with lusty cheers. Members of the fan club poured milk over his poster in temple-style Abishekam at K.N.M Complex as others braved the hot sun and stood in long queues to buy tickets.

"I am always a first-day, first-show audience for Rajini's movies. Expectations were very high over this movie and it has rightly been satisfied in this movie. Endhiran is worth watching!"

Arun Kumar, a college student, said. Starring Rajinikanth, Aishwarya Rai and Danny Denzongpa, Endhiran is a science fiction film written and directed by Shankar, who has made blockbuster films like Anniyan, Shivaji and Mudhalvan. Budgeted at Rs.162 crores, Endhiran has been dubbed into Hindi and Telugu as Robot. After nearly a decade of pre-production work, the film was shot in two years beginning in 2008.

Produced by Kalanidhi Maran, it is said to be Asia's most expensive film to-date.

The film's background score and soundtrack were composed by A. R. Rahman and was released as an album in July. Cinematography was by R. Rathnavelu. The film features Rajinikanth in dual roles, as a science professor

and a super intelligent android robot. The story revolves around a scientist's struggle to control his creation, a humanoid robot whose processor was upgraded to give it the ability to comprehend and generate human emotions, from further sociological mishaps. The robot falls in love with a beautiful woman, who also happens to be the object of pas-



A still from Endhiran Photo: Google Images

and a super intelligent android robot. The story revolves around a scientist's struggle to control his creation, a humanoid robot whose processor was upgraded to give it the ability to comprehend and generate human emotions, from further sociological mishaps. The robot falls in love with a beautiful woman, who also happens to be the object of pas-

been declared a hit as a lot of people here say the movie is worth watching and has been fantastically made!"

The scene was the same at K.N.M Complex and KG Cinemas where the movie was screened to full houses for three consecutive days.

Police had been deployed at all cinema halls to ensure that "Endhiran" had a smooth sailing.

Sign boards flaunting misspelt words

Ann Maria Cleetus

Have you ever come across sign boards in front of shops reading "juse, briyani, chilly Gowi, coupon, Tiffen, chckn, coffe"? Does it sound strange, curious or just normal? Now for that matter have you had second thoughts of stepping out to another shop or walking in with the judgment that the



Photo: Google Images

A spelling mistake spotted

shops serve "juice, briyani, chilly Gobi, coupon, Tiffin, chicken, and coffee"?

Our brain has the ability to interpret the right words even if it is wrongly written. Henceforth precise spelling is not a necessity when it comes to boards of these kinds as long as the meaning is conveyed. These kind of boards

are usually seen in front of small hotels or dhabhas, where the hotel owners are either not educated or immigrants from other cities having knowledge in one basic language. They cannot afford to spend too much money on hoardings and neon hence they employ other painters or artists to do the job who are equally illiterate.

Mostly they write in a way the word is pronounced or they tend to copy other boards which can be either right or wrong. The hotel owners who are devoid of basic education cannot judge what is written on the board or revise it. Hence they position it as it is in front of the shops.

For them a spelling mistake can cost them their job and wouldn't want to be played with. According to Shanmukhan, hotel owner, "These signboards can be read and understood by any ten year old child regardless of the mistake in it. My shop has been here for almost a year and no one has misunderstood 'juse', many people come to drink juice here."

However, the shop owners are well aware of the mistake in their boards but since it has not affected their sales, the spelling mistake is no antagonist. When enquired why no change is made in the boards knowing it is wrong, one such shop owner, Velmurukan responded with a humble smile "We will change it soon".

Fetters of delights

Tete-a-tete with the lady behind That's Why Food

Want to feast yourself with yummy kebabs and tikkas or mouthwatering desserts? Then That's Why Foods at R.S.Puram is the place to be.

The place is tastefully done up and there is a touch of class to the interior or decoration. The menu meets a gourmet's expectations - mock tails, soups, starters, gravies, platters, rice, breads and, not to forget, That's Why Food's most popular lip-smacking, finger-licking desserts.

The rates are moderate considering the taste and quantity that is served and will not burn a hole in one's wallet.

The interior has been designed by a Bombay firm. The service is good, though you need patience before the food arrives at your table. If you're looking for yummy food, this place is worth trying.

The restaurant is planning a Food Festival in November and chefs from other places are expected to take part.

With four branches in Coimbatore, Delhi and Pondicherry within eight years, That's Why Food for sure has built itself a famous brand and a landmark for itself. It is managed single-handedly by Ms. Ranjana Singhal. Campus Beats met with her on a bright afternoon as she spoke about her restaurant and her plans.

from the third year onwards, people started liking the food and from then on, there was no looking back! Today, I have three different branches- On the Go at Race Course, Coimbatore, That's Why Foods at Pondicherry and a small café in Delhi.

Whats with the name That's Why Foods?

We always wanted to name something out of the box and different. I was quite inspired by a pub in Singapore called That's Why.

Any plans of testing waters with other cuisines too?

We don't want to because we do not have expertise in it. We are hardcore North Indians ourselves and it's highly important to know what we are selling. Plus, if Coimbatore is ready to accept any World Cuisine, then we will happily provide them with it.

What are the most popular dishes at That's Why?

I can proudly say that our desserts are most sought after by many people here. We have our own production and a specialized chef for the desserts of which the Mud Soufflé is preferred by everybody. The Kebabs and the Tikkas are a stupendous hit here. The Paneer Tikka Biryani and Veg. Mushrooms are also very popular.

Could you say some-



Photo: Google Images

The perfect place for dining with family and friends

Excerpts.

When did the whole idea of starting a restaurant pop up?

I was initially staying at Tiruppur I moved out of the town to open a restaurant with my sister. That's Why finally opened on December 7, 2002.

I should say that the initial two years were tough. But

thing about the Interiors?

We didn't want to just fill up the whole place. We picked up things that are creative and appealing, which again don't copy someone else's idea! Its simple stuff that we liked and purchased, and did some value addition to. The walls are also in plain white which denotes cleanliness.