

# Campus Beats

Thursday October 22, 2011

Amrita School of Communication



"We have nothing to lose by trusting the infinite power of the Self, except the bondage of our own ignorance".

## LET THE TRUTH BE TOLD!

### Anushree Madhavan

Ettimadai, Oct 17: Writing may be a hobby for few and a passion for many; but it is a career for some, for instance, journalists. But writing in any form hits a dead end when the writer is stuck with a block. The students of Amrita School of Communication had an interactive session with Dr. Suketu Mehta, Professor, New York University (NYU), through video-conferencing on Monday, which was worth the weight in gold.

'Maximum City- Bombay Lost and Found', his first book, which won him several awards like the O.Henry and Kirimaya Prize Award, took him seven years of intense research and interaction with enlightened the budding journalists on their 'Dharma- the act of telling the truth'.

He spoke on an excerpt from the pages of his life as a non-fiction writer and journalist, quoting an anecdote where one morning, the Indian writer Arundhati Roy, and an activist for many admirable causes,

had mailed him about what had been printed on paper and what she had actually commented about his book. This kept him thinking about how writers should deal with



moral complexities that they face. A writer or journalist when they write an article have to present the facts and figures right. There must not be any discrepancies. "Do not fear of anything that might affect you, just tell the truth," he said. The

students took advantage of the session with a person who was sufficiently steeped in the art of writing and bombarded him with questions and made it an interac-

tion one. Asked Praveen a second year student, "Should we not maneuver with the truth even if it is for the greater good?" For this Dr. Mehta replied, "Often people avoid writing such articles which have hard truth

in it. But as a journalist you have to tell the truth fearlessly as for us even keeping mum is lying."

What is the use of telling the truth in a country like ours? Has there

been any change in the lives of people? In response to this he says that journalism has a power that it even reduced the intensity of famine in our country.

On a different note, Arjun Menon, a second year Communication stu-

dent, questioned him on the very aspect of name-changing in his book, and why he opts calling the city Bombay rather than Mumbai. To this he replied, "It is a question I get asked a lot. The official name now maybe Mumbai but if you ask a local Marathi, he would call Mumbai- Bambay. When I speak English I call it Bombay and in Hindi it would be called Mumbai. So, it is a matter of familiarity more than anything else. Besides, the main reason was that the Shiv Sena pushed for these changes." While writing his non-fiction book, he says he understood that each person who told their story was a character and the story has to be presented verbatim. "We must not cook up stories," he says firmly. Then what do we have to do to make a story interesting? He suggests reading narratives and just developing the art of telling stories. State the facts in a way that provides the reader information and pleasure, just like the way it is for a child listening to a story.

## STRIKE OUT!

### Amrita University hosts Inter University Table Tennis Tournament

#### Deepthi Ramdas V

Ettimadai, Oct 14: A three-day long intense competition came to a fruitful end when the SRM University team from Chennai emerged victorious at the 'South Zone Inter University Table Tennis Tournament', which was conducted in the Amrita University campus recently.

Mahatma Gandhi University, Kottayam, and Visveswaraya Technical University, Belgaum, bagged the second and third prizes respectively in the tournament, which was organized by Amrita University along with the Association of Indian Universities (AIU).

The tournament was off to a good start with Arjuna Award winner, gold medalist at SAF Games

and Commonwealth Championship, and four times National Table Tennis Champion, Subramaniam Raman inaugurating the event. Participants from colleges across Southern India flocked into the campus to prove their talent in the sport.

While a total of 63 colleges partook in the tournament, a total strength of 585 participants, along with 150 team managers, coaches and officials graced the gallery. The referees were from the Coimbatore District Table Tennis Corporation.

It is Amrita's first ever shot at hosting such a massive tournament, which the Physical Education Director of the campus, O.J.Kumaresan termed as an "exciting affair". "This is the first time that the University is host-

ing a massive sports event such as this. We also look forward to organizing many more such events to prove our calibre," said the Physical Education Director. Praises were galore on the host University for its systematized organization of the event. "The event was conducted extremely well without any hassles," said Anand Alembath, a member of Amrita University team. The host University finished with the fourth prize, which included two members from the Coimbatore campus, two members from the Bangalore and Mysore campuses each.

"Our win was a team effort, with a five day camp conducted for the same," said Anand.

## Democracy ensured, leaders elected

### Krishnanjana.J

Ettimadai, Oct 18: The election process this year at Amrita University stood out from the previous ones as it paved way for the students of the Communication and Social Work Departments to be a part of the voting process.

The election which took place in the campus premises on October 15 saw an enthusiastic participation from the students side, as for many, this was their first taste of democratic process. Even before the much awaited local body elections that the city was bracing itself for, the students casted their votes, which took place in seven polling booths, to elect repre-

sentatives from its four houses- Amritamayi, Anandamayi, Chinmayi and Jyothirmayi for the posts of Cultural Secretary, Joint Secretary, Sports Captain and Sports Vice-Captain.

"The election was well-organized and conducted in a professional manner. It reminded me of the assembly elections with spot campaigning and the long line of voters," said Madhu Karan Pillai of 1st year MA Communication.

Dr.Somasundaram, the overall coordinator of this year's election welcomed the move to include the two new departments, in spite of the requirement of physical ballots unlike the other students who

casted their votes electronically. He also believed that the new leaders would be full of ideas on how to make the institution a better place.

"The college has many good sports facilities which are hardly being exploited. Keeping this in mind I will try my maximum to revive the scene for the girls," said Megha Madan, the Sports Vice-Captain of Chinmayi house.

Spotting and managing talent is no small task indeed and the team of Campus Beats wishes these young men and women the very best in fulfilling the demands that lie ahead. Sure, they will fare better than our politicians, wouldn't they?

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## Starting afresh

'Campus Beats', Amrita's own fortnightly newspaper, is off to a new beginning

Anjana Anand

"Journalism can never be silent: that is its greatest virtue and its greatest fault. It must speak and speak immediately, while the echoes of wonder, the claims of triumph and the signs of horror are still in the air" - Henry Grunwald. Staying true to the above mentioned words of Grunwald, we, the students of Amrita School of Communication, along with the guidance from our teachers, have come out with our first edition of 'Campus Beats' for the academic year 2011-2012. The sole aim of this paper is to inform and entertain the Amrita family about the interesting events happening in and around the city, along with regular updates on the campus activities. To keep you updated on the current news, we have a dedicated team of reporters, sub-editors, photographers, and page designers, all of

whom will ensure that all the news, whether good or bad, will reach you on time. As everyone knows, the soul of a newspaper is its readers. Support and encouragement from all of you would help keep us motivated to work harder and bring out quality output. Your feedback is the only return that we are expecting on our work.

Finally, everything narrows down to the effort of team work. And as Henry Ford puts it, "Coming together is beginning, keeping together is progress, and working together is success." For us, the journey has now begun; progress would be made and success will find us on our way as we move closer to unearthing the real truth. You can give your feedback and inform us about upcoming activities in your department by sending an e-mail to the editor at [anjanaanand@gmail.com](mailto:anjanaanand@gmail.com)

## Curtains up for Arya 2011-2012



Anushree Madhavan

Ettimadai, Oct 15: Arya, the cultural club of Amrita Vishwa Vidyapeetham, Ettimadai, conducted the curtain raiser for the present academic year's cultural events through its induction programme 'Kshiti'.

The evening of October 13 saw many enthusiastic students rushing towards the Amriteshwari hall to witness a glimpse of the magnitude of Amrita's cultural events.

"The turn out this time was really huge and the hall was full. To be precise, it was filled with around 450 students," says Karthik Thiagarajan, Secretary of the club.

The programme commenced with the lighting of the lamp by Prof. K.Gangadharan, Chairman, Department of Information and Technology, followed by a speech in which he voiced his concern over the deteriorating values and encouraged people to hold on to and practice our

culture.

The club organizes a wide range of cultural activities like music, dance, mimes and plays. The members of the club showcased their talents leaving the audience awestruck and inspiring them to be a part of the club. "We always conduct programmes based on a theme, and this makes us different from other clubs," says Karthik. The highlight of the event was a mime which focused on the side effects of mobile phones.

The next event of the club will be the screening of a movie which will be followed by the auditions for the first years, who will be taken under its wings according to their respective interests.

Furthermore, Arya is gaining publicity through its facebook page, ARYA, Amrita Vishwa Vidyapeetham, which was started just 15 days ago, with 400 people already 'liking' it.

The event also saw an introduction to 'Aalaap', the induction of Ragasudha which will be conducted on November 8.

## 'SRISHTI' OFF TO A PROLIFIC START

Spandana Kadiyala

Ettimadai, Oct 15: It was yet another opportunity for all the Amritians to showcase their talents as its home-grown literary club Srishti opens its doors for the academic year 2011-12. 'Yukti', the induction programme for freshers, was inaugurated on the 12th of this month by Prasanth Nair, Vice-chairman, Department of Information and Technology.

The different events ranged from poetry to skit, quiz and literary games. And as per Amrita culture, they were conducted in English, Hindi, Tamil, Telugu and Malayalam. "It is the perfect platform to showcase our work(s)," says Mukund Palat Rao who heads the poetry section under the club.

This year the club plans to focus more on off stage events such as 'Just a minute' and 'Toast master' where discussions about relevant topics happening around the world would take place.

"The club has planned for what promises to be a good spread for literary enthusiasts, including two



major on stage events like 'Advaiya', a theatre week, and 'Aitreya', an inter-campus event, that would come up in the second half of the year," says Vyshak Suresh, Secretary of the club. To bring in more competition, talks are going on to make 'Aitreya' an inter-college event.

Srishti is a club which is open to all those who want to learn, explore, share and experiment new ideas. "We should always keep our ears and eyes open to ideas which could ultimately bring out innovation," says Prasanth Nair.

The club's Additional Secretary, Siddharth Kannan feels that Srishti

gives newbies the perfect stage to overcome stage fear and to develop thinking and logical skills. "The main aim (of Srishti) is to connect and communicate to the people," he says.

While Gargi Pareek, a first year student admits that she learnt a lot of new things and the club will definitely help improve one's vocabulary, Ashwita Nair, another first year says, "We loved each and every program, especially the English skit; they have enacted the play 'A Christmas Carol' beautifully. We would like to see more of such events coming up."

## Sweets, lights and crackers

Jayanthi Pawar

As Diwali draws closer, India awaits to be embraced by a blanket of lights and the Indian sees it unto himself to spread the joy of the festival through the bonhomie that he is popularly known for. Considering the magnanimity of the festival here in our country, it is of little surprise that the preparation for the festival starts days or even months before the actual date.

The origin of this festival is linked to the return of Lord Rama to Ayodhya after 14 years of exile and symbolizes the victory of good over evil or darkness. This festival of lights snubs darkness and changes the mood and ambience into one of unabated joy and zeal; it seeks to urge the people to vanquish the ignorance of humanity and to drive away darkness that engulfs the light of knowledge.

Diwali falls on Amavasya, the no moon night and is thus one of the darkest nights of the year; the irony in itself is perhaps the best philosopher that teaches us that darkness shall perish in the lights of our perseverance.

The dark nights of Diwali are lit with diyas and candles and the sound of firecrackers announce the commencement of this festival that is held dear by every Indian.

Every year the celebration takes up a higher notch and as for Coimbatore, the city is bustling with new collections of clothing,

different varieties of sweets and cracker shops without which the celebration would be incomplete. The festive mood seems to have brought a positive change over the citizens as they



seem to care less about the scorching sun over their heads and the never-ending flow of traffic, thanks to the joy of shopping!

**Hey it's Holiday time!**

The festive season echoes everyone's enthusiasm to welcome prosperity into their lives; Saranya Kumar speaks for everyone when she says that she looks forward to decking up her home, eating sweets and being with her family.

And the beginning of any festival here at Amrita is marked by the feverish frenzy of the students to get gate passes filled to rush home to the warmth of their loved ones. After all, what is Di-

wali without home?

### Celebrating the true spirit of diwali

Spandana Kadiyala

Ettimadai, Oct 16: Being with our near and dear ones for diwali is something that everybody wishes for; but the true spirit of diwali is in spreading joy and happiness to the people who need it the most.

A team of youngsters from Amrita University celebrated this diwali with the poor kids of Ambedkar colony at Amrita School, Ettimadai. A total of 150 kids celebrated the festival with music, dance and games. The programme started at ten with a prayer followed by the celebrations which went on at a full swing with various hit songs from the regional language along with indoor and outdoor games. Free lunch was also provided for the children along with a bag full of gifts. "We have been doing this service for the past seven years and would love more volunteers to take part in it," said Shobhana Madhavan, the core founder of this service. The programme ended with bursting of crackers and each child went home with their hearts filled with memories of the day.

The CAMPUS BEATS TEAM wishes you a happy and safe Diwali, and All the very best for your internal assessments!!