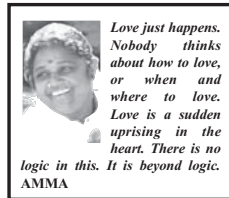


Campus Beats



Love just happens. Nobody thinks about how to love, or when and where to love. Love is a sudden uprising in the heart. There is no logic in this. It is beyond logic. AMMA

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150 cases after ban on public smoking



Arya TG, Meenakshi Nautiyal & Ananth N Reporters

After the Act on Prohibition of Smoking & Spitting, 2003 passed by Tamil Nadu Government was re-enforced from 2nd October, 2008, the number of cases booked in Coimbatore are 150.

There is no special committee being formed to check the smoking in public places. The local police themselves can see whether the law is implemented or obeyed. So far the offenders are fined Rs.200/- for the first time and second time is Rs. 500/- third time offense can lead to jail imprisonment.

Commissioner of Police, K.C.Mahali states, "Smoking in public places affects not only those who smoke but also passive smokers". Seeking convenience for the non-smokers smoking is banned in public places like streets, cinema halls, parks, public transportation etc.

There have been no difficulties faced while bringing this law into practice. The response from general public is very good. They are happy to have this Act implemented as it will be beneficial to all passive smokers suffering of the cigarette smoke.

Sankhya'08
on 18th of
October

Doctor or Engineer...?

Children of Ettimadai village strive to realize their dreams with the help of Ms.Shobana Madhavan and Amrita students



Eagerly looking forward to a bright future...children attending the classes conducted by Amrita students

Nishanth.M V
Reporter

Nine year old Karthik dreams of becoming a police Commissioner when he grows up. Surendhar who is now in his third grade wants to be a doctor. His classmate Tamarasi wants to make a career as a teacher while Muthukumar sees himself joining the armed forces in a few years. From a small village

current infrastructure and the syllabus in the schools here, one cannot help but wonder whether Karthik, Surendhar, Muthukumar and scores of students like them would ever realize their dreams!

Being one of the more rural villages, Ettimadai faces similar problems that villages all over India face. The standard of education on offer here needs leaves a lot to be desired.

But Ettimadai village has a

School Of Business and Amrita School of Engineering under the university are today playing a very important role towards helping these children realise their dreams. Mrs Shobhana Madhavan, faculty -in-charge along with her students conduct extra classes for these children.

Fun seems to be the order of the day, when every week these children assemble under one of the biggest Neem trees of the village the Amrita would then sit and interact with them. They would all play and teach and have fun at the same time. Rahul, a MBA student said, "The kind of love they show for us when we gather there is very heartening. It only motivates us better to bring about some kind of meaning in their lives".

The numbers of children who attend range anywhere between the 40 to 80. According to Mrs Shobhana, "They are hoping for the love more than the education, which is why I think all the children assemble here. It is because of the enjoyable process by which we are teaching them."

When the volunteers go and mingle with the students they forget their age and start acting like kids too. Ms Vidya another student says "When we spend time with them we don't realize how much we would begin to be

like these children". And engineering students, Surendhar and Nivedita add together, "It's wonderful to be with these children and help them in what ever ways we can."

This effort has been going on for more than three years now since it started in 2005. Mrs Shobana says "The children have also accepted us. Their cooperation towards us is five fold times more than what it was earlier." But she agrees it has been an uphill process, with the education the children get from the schools touching all-time lows as the Tamil Nadu Government requires the schools to promote the all the students till they reach 10th standard.

"The standard of education here needs a lot of improvement. There are tenth standard students who are still not very proficient in either English or Tamil", adds said Mrs Shobhana.

The children are very happy to receive small gifts like pencils, sweets and bananas at the end of each class. When asked about of what he wished to become 6 yr old Sudarshan quipped, "I want to be a panchayat president, so be careful!" And the volunteers keep their fingers crossed and hope he will indeed become one..



Shobana Madhavan with the students....

like Ettimadai on the borders of Tamil Nadu it is a heartening sight to see such young kids aiming as high as students from cosmopolitan backgrounds. At the same time looking at the

definite edge over other villages, with the help these young kids get from the students of the nearby Amrita Vishwa Vidyapeetham campus. Institutions like the Amrita

Destined to be famous: Unni Menon

Not many in Tamil Nadu know that **Unni Menon** is a Malayalee. It is because most of the recognition for him came from Tamil Nadu. His latest hit in Tamil being "Partha Pudhal Naale", Unni Menon, became famous overnight with the hit song "Pudhu Vellai Mazhai" in Roja. It was a break for him. In an informal chat with *Anaswara Bhanu*, he talks about his entry into the industry, about his favourite Music Director, reality shows etc.

After resigning your job at the Heavy Vehicles Factory in Avadi, you took up playback singing. Wasn't that a risk?

I wasn't intelligent enough to know that I was taking a risk that time. I was fed up with the job I was doing. I was fortunate that I clicked.

You have around 1000 film songs, almost 500 devotional songs, many a number of stage shows to your credit. As a singer which gives you the most satisfaction?

It really doesn't matter, which type of song you sing. You get satisfaction when you sing a good song. The song which suits you, which can catch the heart of listeners, which you think you can give your hundred percent off gives you more satisfaction. All the songs which you sing will not give you pleasure.

Which music director is the most comfortable one to work with? Why?

For me it is none other than A R Rahman. I have sung 30 odd songs

for him. He gives a lot of freedom to people who work with him. Many times I have gone for his recordings during late nights, with strained voice. Even

"Whatever name and fame I have achieved I consider it my luck"

then I feel I get some energy from him. May be it is just my illusion. But I have always felt it. Every time he encourages you to record. And the final result always will be just amazing. He gives you no tension as he is a very calm and quiet man.

Though a Malayalee, most recognition for you came from Tamil film industry. Be it the 2 State awards that you have won or be the popular songs like "Partha Mudhal Naale". Do you think Malayalees take time to recognize talent?

No, I don't think so. I have got chance in Malayalam before I made a mark in Tamil music industry. I didn't get popular may be because my bad luck or because I didn't know to market myself. We cannot complain about Malayalees

for that. We get clicked in some places at some times. I was lucky in Tamil Nadu.

the winner in the end even if some try to manipulate with the votes as the rumours say. I am not sure whether it is because of the SMS

with the orchestra live. So we have to pitch the notes correctly. If the music director is not happy with the performance or with any instrument used, we go for re-takes. We got used to that. But now, many singers themselves ask for availing pitch correcting software. Sometimes some sing only if pitch-corrector is available. They don't have time. They just sing and go, which means music director has to sit down to correct the pitching. But this development in technology has positive effects also. It saves a lot of time. But in my opinion, everyone has to sing naturally and pitch the notes rightly.

After more than 25 years in the industry, how do you rate yourself? Are you satisfied?

My journey has been very slow but steady. I never entered the industry with the plan of taking singing as a profession. Whatever name and fame I have achieved I consider all that as my luck. I have never planned to become a singer and hence have not worked for it. I just switched over my job. I never imagined this switch over would click. In that sense, I am happy with whatever I have achieved so far.

Any message to the aspiring singers...

When I started off, I was not a person who had training in music. I had small problems due to that. But today's youngsters have to learn now. Even if they have other professions, when trying hands in music, have to have at least the basic knowledge in music. That knowledge along with practice will help them through out their career. So it is always advisable to learn the basic lessons of music before entering the industry.



Unni Menon during the interview with Campus Beats

What is your opinion about reality shows? Usually the victory of a contestant depends upon the number of SMS votes he/she gets. So do you think reality shows help to spot real talents?

Why not? To get into a reality show is very tough. It is an acid test. Only a competent person can take part in reality shows or for that matter in any competition. A reality show usually takes 6 months or one year to find out the winner, which means a singer sacrifices everything else and focuses only in singing at least for that period. So shows like these can make the contestants competent. They are good methods to bring out the real capacity of the singers. I think only the deserving candidate emerge as

votes or the judgement of the jury members but at least in the show which I was a part, I think the most deserving contestant won in the end.

Today's musical instruments are all technologically advanced and well developed that even rhythm can be corrected. What is the effect these instruments have on singers? When there are instruments which can correct even pitching, then what about the level of authenticity in music?

Technological advancement will have good and bad effects. Nowadays software called pitch-crash, which can correct the pitching is used by many. Singers of my generation started off by singing

Shweta coming to terms with her celebrity status

Priya A Nair
 Reporter

Sujatha Mohan and shwetha Mohan have a lot in common. Shwetha had so many similarities with her mother in smile, in music, in habits... Sujatha, who has been lending her beautiful voice to many a heroine for 30 years, made her debut as a 13-year-old with none other than K. J. Yesudas. After singing for many Malayalam movies, she took a four-and-a-half year break before romancing the mike again. And there's been no looking back as she gave life to the tunes of Ilaiyaraja, Bharadwaj, Vidyasagar, Deva and Harris the age of 22 the sweet voice of shwetha is concealed from the world. In addition, she won the state award for the duo song with Vijay Yesudas. It may be the first rare incident or co-incident in the history of Music according to Swetha.

"Every thing should be predestined...its all blessing of God Almighty...."swetha said. It can be true... Otherwise, who can

think the kid who was not interested in singing and used to cry whenever her master came became the most wanted favorite voice for audience...! And At the age 22, she has had the opportunity to sing both in Tamil and Malayalam for music directors such as Ilaiyaraja, Vidyasagar, Deepak Dev, Yuvan Shankar Raja, Dharan, Mani Sharma and G.V. Prakash. The keralities who accepted her with the same way how sujatha was welcomed and received in the heart of every one who loved music.

Her parents did not force her to learn music and left everything according to her wish. However, one inter-school festival in which Bhavatharini was the judge changed her attitude to music. She appreciated her voice and hoped that she should be singing for film. That is when swetha comes back to clas-

sical music.

She studied music under guru Binni Krishna Kumar. Besides that, she is also learning western music and piano.

Shwetha's first solo performance was for Karthik Raja for the movie '3 Roses,' where she sang Meyyanada and Sevai desam. After that, she sang a lot of jingles and tracks for playback singer Srinivas. Then after a hiatus of nearly three years came the big break when she sang for Deepak Dev's 'Lion.'

Today she has many hits to her credit such as 'Vizhivil' ('Kireedam'), 'Yamuna Varathey' ('Ore Kadal'), 'Manasukul' ('Anjaadhae'), and 'Neethana' ('Sadhu Miranda') .she also

acted in orekadal for the promotional work. When asking about the experience, she said that it was very exciting experience in front of the camera. But when asked about her interest in acting, she smiles, without replying.

She is also the recipient of the Film Critics Award for the songs 'Kola Kuzhal' and the Vanitha award for 'Mandarapoomoli.'

She is a Commerce graduate from Stella Mary's College, Chennai; Shweta is now pursuing her MBA, specialized in finance from Symbiosis, Pune through online. Her parents did not expect her to be in the field of music. They wanted her to become an MBA professional who also considered and loved Music as a profession. "It will be a double advantage for her. In today's competitive world, it is better to have skills in two fields", Dr. Krishna Mohan, Shwetha's father added. Just because the mother and daughter are famous play back singers, you cannot say that their house will also be in rhythm with music.

