

CAMPUS BEATS



श्रद्धावान् लभते ज्ञानम्

AMRITA SCHOOL OF COMMUNICATION

FRIDAY 11 OCTOBER 2013

“ By doing selfless service for at least one day, everyone should help the poor and needy. It is Amma’s prayer that at least this small dream be realised. ”

SNIPPETS

Amritavarsham

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Tree plantation programme

Walayar: The nature club of the university ('Prakriti Samrakshana Samiti') organised a tree plantation programme here on Saturday, September 21st. The motto of this eco-drive was "Plant, Nurture and Grow a tree." A group of 45 members, including students and faculty co-ordinators, initiated the work of planting 200 trees within a distance of 20 kilometres in order to promote awareness about nature conservation.

Blood Donation camp

Amritanagar: A Blood Donation camp was held in the campus on September 5th. The camp held at the New Auditorium witnessed the active participation of a large number of students, staff and administrators.

Social Service Programmes mark Amma's 60th birthday fete



Light moments from Amma's birthday. Photo Courtesy: Raghavan Raj

Raghavan Raj

Amritapuri: The 60th birthday of the renowned humanitarian leader and Chancellor of Amrita Vishwa Vidyapeetham, Satguru Sri Mata Amritanandamayi Devi (Amma), was marked by the launch of several social service oriented programmes. Among them, perhaps, the most laudable was a Rs.50-crore plan to rebuild the villages in the hill state of Uttarakhand battered by torrential rains and floods in June. Besides, 101 villages across the country will be adopted.

Under this programme, the villages would be provided with basic amenities and infrastructure, like housing, schools, street lights and healthcare centres, Mata Amritanandamayi Math (MAM) also announced.

Kerala Chief Minister Oomen Chandy, who was among the many dignitaries present on the occasion, referred to the village adoption programme and recalled how Amma had come to the help and succor of the affected coastal villages in the wake of the 2004 tsunami disaster. Other welfare programmes launched at the function include Amrita RITE- Rural India Tablet Education for after-school tutoring and adult literacy. Amma said, "People, especially the women in our villages, are suffering due to domestic violence, caused by alcohol abuse. The men return home drunk and beat up their wives. We aim to find solutions to all such problems". Several other scientific inventions and technologies aimed at the well-being of the people were launched at the function.

This includes 'Amrita Spandanam' (a wireless ECG monitoring system), 'Amrita Mitra' (a personal safety alert system for women) etc.

The celebrations :

The three-day long celebration was attended by lakhs of devotees from 195 countries around the globe. She enlightened the crowd that life is about desiring success through happiness. "Anxiety is the misuse of our power of imagination. It is like a thief, stealing away our inner strength and precious time," she said.

Eminent personalities including B.J.P's Prime Ministerial aspirant Narendra Modi, former President A.P.J.Abdul Kalam, Tamil Nadu Governor Dr.K.Rosaiyah and several other Union ministers participated in

the celebrations. "I have complete faith in India becoming a world leader in the near future, given our strong base in spiritual and traditional values," said Narendra Modi.

The President and the Prime Minister also extended their greetings on the occasion of Amma's birthday. Dr.Singh said, "Hers is a life dedicated to the service of society and spiritual awakening of the people. I extend my greetings and good wishes to Mata Amritanandamayi for many more years of service to humanity".

"It is her love and compassion for all human beings, irrespective of their caste, creed and religion, that she is particularly known as Amma," noted Mr.Mukherjee.

A series of cultural programs by popular dancers, musicians, singers etc. from diverse cultures lit up the occasion.

Towards a Cleaner City

Coimbatore: The joy of service gleamed on the students' faces as they set out on 'Amala Bharatham' campaign, an initiative of Amrita Vishwa Vidyapeetham, to clean bus stands in the city here.

The cleaning campaign was held on the 1st of September and was inaugurated by the Corporation Mayor S.M.Velusamy. Starting at around 10 a.m., the students, faculty and staff members from all the departments including university administration joined hands to clean the respective bus stands

allotted to them. The bus stands that were cleaned include the ones at Ukkadam and Gandhipuram. Five specific locations in Ettimadai were also cleaned. All the tools required for the cleaning purposes were provided by the university. Police officials extended a helping hand in assisting the students and in clearing the traffic. Refreshments were provided for the entire service group. Also, the onlookers cheered the young volunteers for their selfless service in the betterment of the society.



Peacock dance in the campus. Photo courtesy Praveen R

In Conversation with Wai Ki Lee

Pournami Krishnan K

Wai Ki Lee alias Abhedha quit her dream job as a financial journalist with the Hong Kong Economic Times in her quest for life's higher purpose. Today, she is a freelance writer, journalist-cum-blogger and travels all around the world.

"They say the road has answers for everything"

This must have been what Wai Ki Lee alias Abhedha felt many years ago when she quit her job as a finance journalist in Hong Kong and started to go around the world in search of inner peace.

She has travelled in many countries throughout the world and finally reached India. Here, she started learning meditation and yoga from various holy places. Eventually, she found the ultimate guru that she was searching for so long. Re-counting the past she says, "I asked Amma if she was my guru, she nodded and

answered 'yes' with a smile."

Since then India has been her home. If you ask this admirer of our country about the increasing crimes against women and whether it has influenced her travelling, she says that we can't always resort to media's account of such cases. She strongly believes that there is more to our country if seen from a holistic perspective.

As a freelance writer she is content writing for herself and feels happy as she can write about "anything she wants to." She gives us the best tip to excel in writing through these words, "Write from your conscience, not from your mind and then your writing will be excellent." She is not bothered about money matters as writing is a spiritual quest for her. "I don't care about money", she says. In addition to being an online journalist, she has also published two books in Chinese, based on her travel experiences in



India - 'The Travel Within : Embracing India (I and II)'. Though she's quite reluctant to comment on the current financial scenario and our country's progress, she notes that democracy is a healthy form of government. Here many people are part of decision making and you have a strong opposition. This ensures that a large section of the population is benefitted unlike in non-democratic

countries where only a few people take decisions. In such countries, only a small share of the population are the beneficiaries." Talking about her career as a finance journalist, she says she has still some wonderful memories of those days in spite of her early resignation. She recollects those days with a smile on her face, "I was called a 'small potato' by my seniors because I was new to the field and I

had just started learning about the industry." She feels that journalism should represent both internal and external truth."

Her experiences of travelling around the globe for almost half a decade has taught her a philosophy that she staunchly believes in, "If you have peace of mind, then wherever you go is heaven!"

Finding their way to success

Pintu Prakash & Raghavan Raj

Amritanagar: The university headquarters basked in glory as its students brought laurels in the inter campus tournaments held here from 19th to 21st of this month. The host campus emerged winners in the basket ball championship and in several other individual events including swimming, chess and table tennis. Organised by the physical education department, the tournament was attended by students from Amritapuri, Bangalore and Kochi campuses. Prof.Chinnaswami, Chairman of the Students Welfare Department, inaugurated the tournament and offered a cordial welcome for the teams from other campuses. The enthusiastic and vigorous students along with grit and determination lent colour to the competitions. The stu-

dents add "The tournament is a great stress buster. We were eagerly waiting for it"

The boys team from Ettimadai campus grabbed the basket ball trophy with an unbeatable 43 points against Kochi. Yet, the losing team held aloft true sportsmen spirit. They said, "We are looking forward to win the Basketball championship next year." S.RamVibakar Raj of Cochin campus was declared the best player. The women's championship was won by Bangalore campus with Vineeta Singh as the best player.

In a neck-to-neck competition with Bangalore, Anisha Anand from Ettimadai campus won the women's table-tennis match. In the men's category, Aswin.G.Nath from Amritapuri campus won the match. The battle of wits was won by N.R Abhinav and Veena

Mounica from the host campus. Amritapuri and Bangalore campuses were declared runner-up for the men's and women's Chess championships respectively. The highlight of the event was the swimming championships. Both J.Arjun and S.Vignesh from Ettimadai campus swam their way towards winning the men's individual championship. In the women's category, Sowmya won the coveted title of 'Best Swimmer' with 52 points. Amritapuri campus was declared runner-up in the swimming championship.

Prof.Chinnaswamy and Dr. O. J. Kumaresan, Director of Physical Education department, distributed prizes to the winners. In a valedictory note, Prof.Chinnaswamy congratulated both the winners and the participants for their valuable efforts.

Movie Review: 'Vantage Point'

Anjana Anil

'Vantage Point' is a 2008 American political thriller directed by Pete Travis. The story revolves around the assassination attempt on the President of the United States as seen from the vantage points of the six lead characters. U.S. President Henry Ashton attends a political summit in Salamanca, Spain to promote an international treaty. Displayed with eight differing viewpoints, an assassination attempt on the president occurs, relayed in a time span of 23 minutes. Each time the events unfold from the beginning, a new vantage point is shown revealing additional details, which ultimately complete the story of what actually took place during the incident.

The principal characters are played by actors Dennis Quaid,

Forrest Whitaker, Sigourney Weaver and William Hurt who portrays the US President. Actor Dennis Quaid received critical appreciation for his role as the Secret Service who goes to all lengths to protect his principle (i.e. the president).

The film, shot in the beautiful locales of Salamanca in Spain adds an air of authenticity to the political side of the film. The amazing stunts and the car chase scene definitely deserves a word of praise especially when you consider the fact that Quaid himself performed them.

Although a classic 'the US president's life hangs in the balance' movie, it is noteworthy for its camera work and of course screenwriter Barry I. Levy's innovative idea that transformed into this edge-of-your-seat thriller, Vantage Point.

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