



"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

Changing face of Gokulashtami celebrations



A float depicting Lord Narasimha

Photo: Heena M Kumar

Jai bolo Sri Krishna
kiki...Haathi goda paal ki jai
kanhaiya lai ki...

Tsamina mina Zangalewa Cuz... this
is Amrita Tsamina mina eh eh Waka
Waka eh eh Sri Krishna...

Happy Birthday to you, Krishna....

Shouting traditional slogans in
praise of Sri Krishna as well as adapt-
ing from popular culture, this year's
Gokulashtami celebrations in the
Ettimadai campus was a blend of the
old and the new. The young students
in the campus made the most of their
day by celebrating every moment to

its fullest.

This year too, Sri Krishna Jayanthi
celebrations on campus began early
as usual. A group of students and fac-
ulty took an idol of the Lord across the
campus singing his glory soon after
chanting the Sahasranama. By
around 9 am, richly decorated floats
from various departments marched
past, depicting various stages and
messages connected with Lord
Krishna. Little children and Amrita
students dressed up as many ancient
characters walked along with the
floats through the campus, with

groups of students, singing and danc-
ing.

Many floats were ingeniously crafted
to depict scenes from Lord Krishna's
life. There was a float that depicted
the Lord lifting the Govardhana Giri to
hold it up as protection to his people
and cattle from the rain caused by
Lord Indra. This was from the
Mechanical department. "We used a
simple rope and pulley mechanism to
lift the mountains and ordinary water
pumps to show the rain," said C.
Lakshmiathan, Assistant Professor
from the Mechanical Department who
helped the students on the same.

"It is really good to get involved in
celebrations like this and I think only
here we get a chance to have fun
associated with traditional celebra-

tions. I thoroughly enjoyed the day's
events," voiced out Manikandan, a
first year Mechanical student.

Another highlight of the day was the
Sathsangh by Smt Pandurangan, a
religious scholar and a popular
speaker who delivered a discourse on
the Mahabharata. She gave a thought
provoking session for those who
gathered there to make them under-
stand the importance of worshipping
Lord Krishna in one's life. "Lord
Krishna is a youth's icon. He helps us
to erase our ego," she told the gather-
ing. She also asked the students to
find a purpose in their life and to
develop a faith as strong as that of a
Banyan tree.

- Campus Beats News Service



Little Krishna atop a giant snake Kaliya

Photo: Abinaya R

Amrita chapter hosts first ever SAEINDIA EDU MEET

Anitha .R

Amrita hosted a two day
SAEINDIA EDU
MEET 2010, the first
ever educational meet organ-
ized by SAEINDIA at the
Coimbatore campus on
August 30 and 31. The meet
mainly focused on the chal-
lenges arising out of rapid
globalization.

Attended by leader's represent-
ing Engineering and R&D
industries from various nation-
al and international organiza-
tions such as John Deere,
Volvo, Cummins, PTC,
Boeing, HCL, NAL, etc., this
meet is to generate a dialogue
between industry and academe.
Mr.M.Nataraj, Advisor,
SAEINDIA stated that the



Mr. Nataraj addresses the
audience Photo: Mech Dept

main focus of this educational
meet is on Off Highway, which
is a very niche area and it is
one of the backbone for the
improvement and develop-
ment of the country. He asked
the students to make the opti-
mum use out of these work-

shops.

Inaugurating this two day
conference, Mr.Sudhakar
Shenoy, Vice President, John
Deere Pvt. Ltd said, "With
Asia turning out to be an
emerging market, India and
China the potential mega mar-
kets will soon emerge as top
economies."

In his speech on Career with
Off Highway industries,
Mr.Craig A Barnes, Co-
Chairman, Off Highway Board
said, "We focus to build a
robust Off Highway forum
which helps in building an
useful network of academia,
students and industries". He
also spoke about career
opportunities of Off Highway
in India.

A conference for women by women

'Celebration of women in computing' on Sept 16&17

Renu Unnikrishnan

Amrita ACM-W
Celebration of
Women in
Computing (A2CWIC), the
first conference on
Women in Computing in
India with a theme of
"Emerging Trends in
Computing" is scheduled
to be held on September
16-17, 2010 at
Amriteshwari Hall,
Ms.Vibha Puri Das,
Secretary, Higher
Education, Government of
India will inaugurate the
conference.

Jointly organized by ACM-
W and Amrita, around 150
researchers will make paper
presentations and 400-500

women students will partici-
pate in the conference.

The conference will kick
start with a panel discussion
on 'Challenges for Women in
higher education and
research' which will be fol-
lowed by technical talks by
speakers who will interact
with the students about the
challenges faced by women
in this industry.

The conference promises to
give rural students an expo-
sure about women in com-
puting. It has a perfect end-
ing with another panel dis-
cussion on 'Road Ahead for
Women in Computing.'

For more information on
the Women in Computin con-
ference, log on to
www.amrita.edu/acm-w.