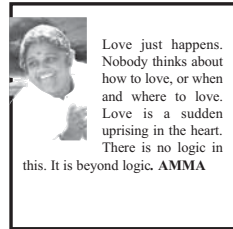


Campus Beats



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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BA MASS COMMUNICATION FORMALLY INAUGURATED

By CB Team

For the students of 1st batch of BA Mass Communication and 2nd batch of MA Communication, the first day at Amrita, started with a formal function, which was inaugurated by Brahmachari Swami Abhayamrita Chaitanya. In his speech, Swamiji expressed his pleasure in seeing Amrita diversifying into branches like Communication in addition to the usual technical courses like Engineering.

Addressing a gathering of students and parents, Swami Abhayamrita said that **Freshers at the inaugural function** School of Communication (ASCOM) will help the students to develop and polish their skills to implement the knowledge they gain in the field of communication. He added, "In today's world, value systems can be lost and corrupted easily. But

Amrita is unique because it generates a community where there is better understanding between people and of personal values and ideas".

In his enlightening speech, he also mentioned the strength and power media holds in today's world;



"If media is strong nobody can control it but it can control everything". Swamiji hoped that the students who come out from ASCOM will give equal importance to personal and professional values. As a piece of advice to students, Swamiji added "Small things well done will make a good leader".

After the formal function, there was a student-faculty interactive session wherein the faculty introduced themselves and cleared the doubts of the students and parents regarding the course, syllabus etc. Soon after a lunch together, there was a screening of the movie "To Kill a Mocking Bird" for the students.

GURUPURNIMA DAY CELEBRATED WITH GRANDEUR

By CB Team

"Mathrudevo Bhava, Pitru devo bhava, Acharyadevo bhava"- the culture of India, is exactly what was showcased in the exhibition conducted in Amrita Matriculation Higher Secondary School, Ettimadai, as a part of Gurupurnima celebrations on 18th July. Considering nature as a 'Guru' the Students and teachers organized an exhibition themed "Nurture Nature for the Future".

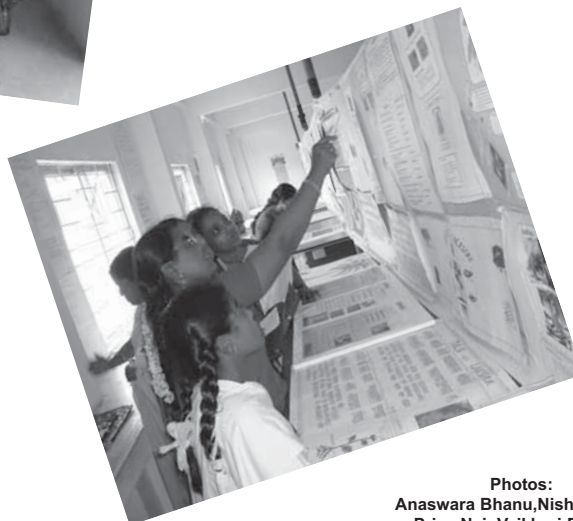
"Nature is our guru and it interacts with us in the subtle form. The main aim of the exhibition is to make the children more communicative with the nature", said Ms. V. Sundhari, the Principal of Amrita Vidyalayam. Festivals

related to nature, ancient games, relevance of Ayurveda in today's life, Maths in nature, man in nature, nature and literature, the impact of plastics on nature etc were exhibited and explained with models and descriptions.

Students performed the Padapooja (a ceremonial worship of elders' feet) of parents and teachers. Sweets were also distributed as *prasad*.

"We hope we could give a very good message about the nature and the problem of global warming. The program was really informative and the students of the coming generation will have a feel that they should have a good relationship with nature and therefore should not cause any harm to it", Ms. Sundhari added.

SCHOOL EXHIBITION AT A GLANCE...



Students and teachers at the exhibition

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