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Alumni Meet 2021



**B.Tech 2021
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Department of Mass Communication
**2021 Admission
OPEN**

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Campus Beats))

An initiative by Department of Mass Communication

February 2021

DEAN'S MESSAGE

Aum Namah Shivaya,

Hope and pray that everyone is safe and healthy!

It's been a roller coaster year for everyone. What we assumed as normal has gone for a toss and all of us had to adapt to the new normalcy. Few of our students and dear ones tested positive for COVID-19, but all of them have recovered and in good health. Well, the pandemic is not over yet and we should not underplay the potency of this virus. The good news is that vaccine is available and hopefully, all of us will get vaccinated in due course.

We managed to tide over this difficult situation remarkably well. An outstanding example of the collective and positive effort from every member of the Amrita Coimbatore campus (students, faculty, staff and parents). Though we had very little time to adapt, as a TEAM we managed to emerge successfully.

Many of you may be wondering about returning to the campus. We are constantly interacting with concerned authorities to ensure that we do everything possible in a safe manner to allow students to return to the campus and graduate on time. Currently, we are allowing final year students of all programs to return to the campus in a staggered schedule to complete their pending



Dr. Sasangan Ramanathan

academic requirements. This staggered schedule extends until end of April 2021 and will (a) help in maintaining a safe and healthy environment for all and (b) allow our final year students to graduate on time and move ahead with their career.

Students of lower semesters will be allowed to return to the campus once the Government approves multiple occupancy in a room. As Amritians, we should stay steadfast and continue with our online classes and not let the current situation deter us. Life goes on and we will find ways to push ahead.

Campus definitely lacks the vibrancy without the students. It is my sincere wish and prayer that the vaccination drive will provide us the safety to reopen the campus to all students. Until then, do not let your guards down... **Stay Safe and Stay Healthy!!**

"We cannot change the situations in life, but we can change the attitude towards them."

- Amma

Sketched by
VINOTH M K
(CB.MC.U3MAC20041)

For the world's well-being



Dr. S. Mahadevan
Deputy Dean

Amma's ashtotharam and navagraha ashtotharam filled the campus on the evening of February 7 during a vilakku pooja held for the well-being of the whole world.

More than 200 residents, along with their family members, attended the pooja. Swami Amritanand Puri led the vilakku pooja. A Bhagavathy Seva and a navagraha homam too were performed during the occasion. The bhajan that followed created a divine atmosphere helping those present ease their pains created by the outbreak of the pandemic.

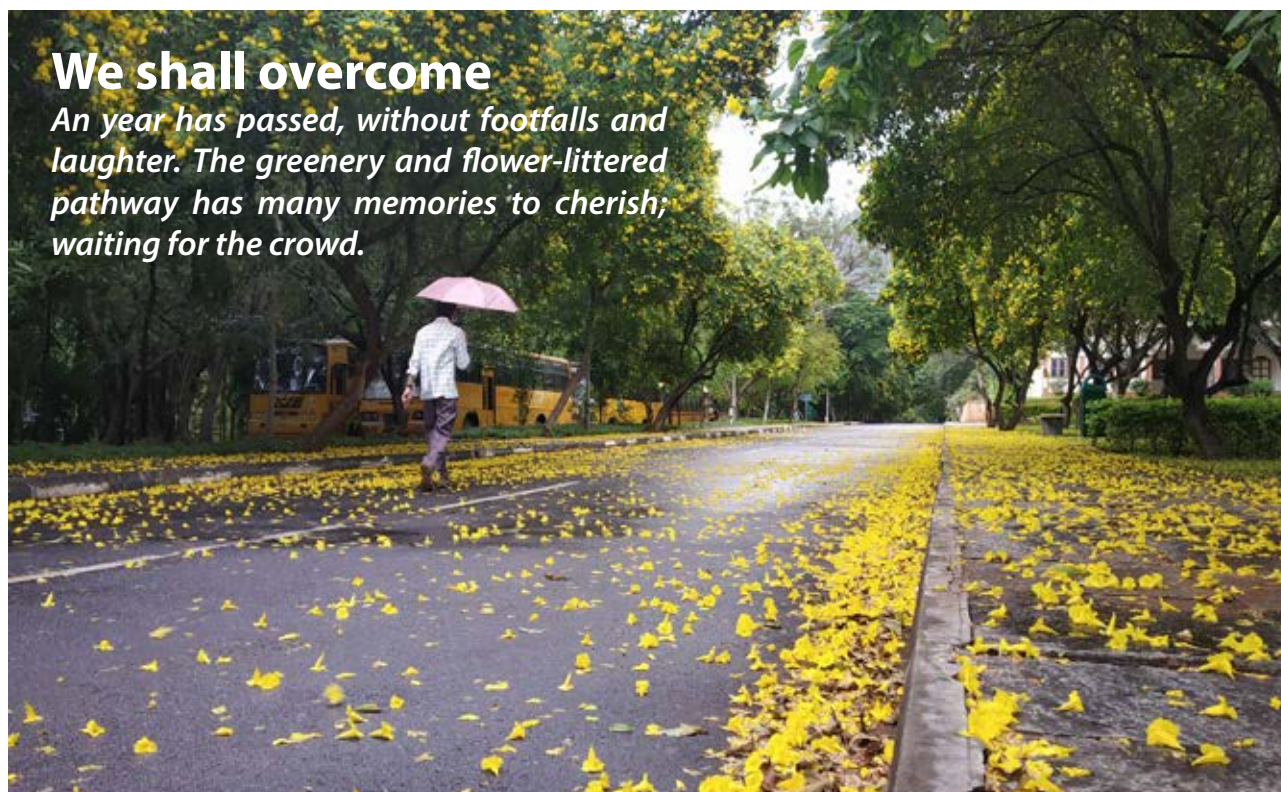
Swami Amritanand Puri said Amma always set examples instead of merely preaching something.

She has always showed how sraddha and compassion can overcome any type of difficulties a person faced.

Matrukripamrita Chaithanya, Vishruthamrita Chaithanya, and Gangadharamrita Chaithanya were present on the occasion.

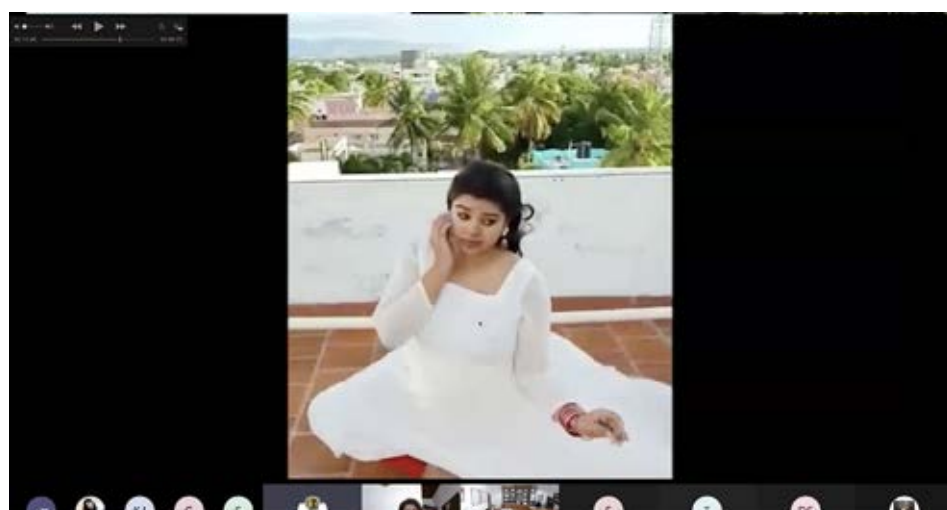
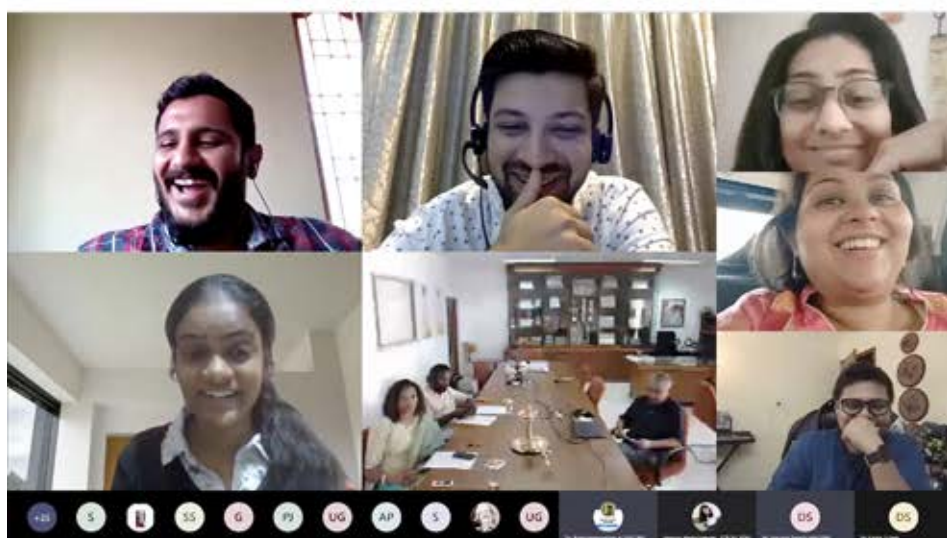
We shall overcome

An year has passed, without footfalls and laughter. The greenery and flower-littered pathway has many memories to cherish; waiting for the crowd.



Click: V S Binoy, staff photographer

We beat corona; met online



It was an attempt to reconnect during the pandemic period.

Nearly 70 students and staffs of the Department of Mass Communication came online on December 27, 2020 to exchange pleasantries and invoke a sense of beingness as the world continues to be in the grips of a serious disorder.

Students from the first batch of the department to the present batch pitched in with songs and dances, from their place of residence to recreate a Sunday that was more pleasing and memorable.

The programme started with a prayer by current final year BA student Abhirami J Iyer followed by lighting of lamps simultaneously by Dr. Sasangan Ramanathan, Chairperson of the department, at his office on the university campus, and many students at their residences.

A minute of silence was observed to pay respects to Dr. P. Subramanian, former faculty of the department on his sudden demise.

The serious note with which the session started slowly drifted to more relaxed conversations as programme anchors K. B. Aswathy, Assistant professor, and M. Gopika, an MA Final student, took control of the otherwise new platform - online event management -- to its lighter version effortlessly.

It was for the first time a department of the university was organising an online meeting of its former students and staff along with the present batches.

Mr. Sabyasachi, a student of the first batch, narrated his experiences and how it helped him mould his future.

"Reporting assignments were fun. It was the time to escape mess food and explore hotels in Coimbatore," he said triggering an avalanche of laughter.

"The hostel life made me fit to survive even in the wildest situations," he added with Ms. Vandana from the same batch nodding her approval with a wide grin.

A video produced by Dr. A. Balasubramanian showed how the staff laugh at themselves!

The sarcastic voice over by Dr. Payal Das was exhilarating for the video.

Everyone was introduced in a comical way beginning with Dr. Kalyani Suresh, vice-chairperson, as a replica of North Korean president Kim Jong-Un! Dr. Sudha, Dr. Thilaka, Dr. Sujala,

Mrs. Santhanalakshmi, all former staff, shared their experiences.

Gaurango Banerjee, Jennish Thomas, Suveer Bambhani, R. Krishnanunni, and Anusha to name the few from Alumni added flavour to the already spicy fun-food in the making!

Aleesha Abdullah joined the session from Karnataka where she was on a trekking expedition.

A game of storytelling that followed made everyone come out with their creative best in pulling legs!

The storyline started with "I saw a monkey" took wild overturns and finally Dr. Sasangan had to intervene and say "I have killed the monkey."

Dr. Somali even fed the monkey with rasgullahs triggering another round of unstoppable laughter.

Another game of finding a list of things from own houses led to participants run helter skelter.

Many could come up with all the things mentioned in the list forcing the jury to announce prize for literally everyone.

But the real problem was that even the game organiser was not aware of what the prize would be or who would give it.

Finally, Mr. Binoy V. S., Studio Manager was entrusted with the task of deciding on it.

Amritha B., Arya Nair, Athira Suresh, Sreedevi Nambiar, Parvathy S, and Malavika Jithan, came up with stunning dance performances that was a mix of tradition and modernity and a rap by Arman Navas kept the time flying.

By then almost three hours have passed by without a second of boredom.

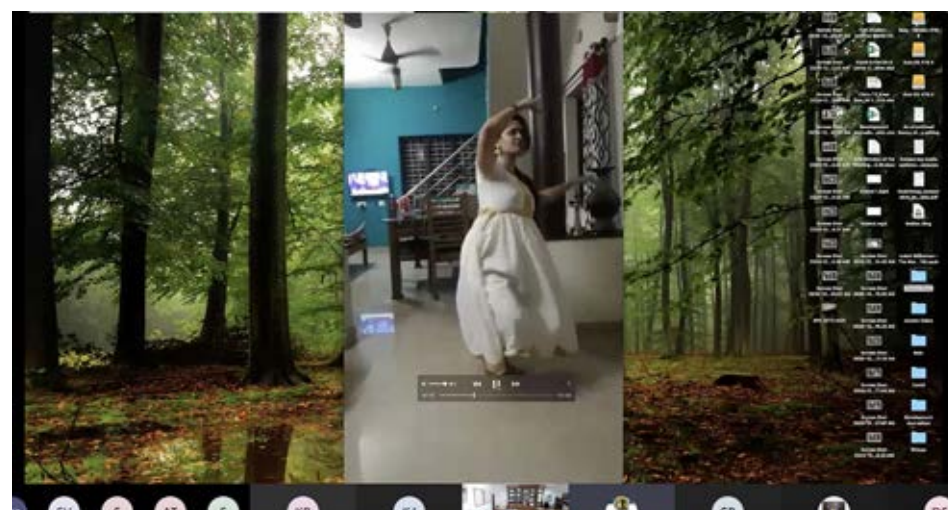
The session concluded with a pledge: "We will meet again soon with more monkeys. Be ready with rasgullahs."



Krishna Kumar K

Advisor

Dept. of Mass Communication



Students show their mettle



Dr. Shankaran K.

Registrar

Amrita Vishwa Vidyapeetham

“Welcome to the last two days of campus life” read a banner put up by final year students one day before the start of the Amrita Kalotsavam. This banner captured the spirit of ownership and enjoyment that Amrita Kalotsavam had instilled in the minds of students.

I joined Amrita Vishwa Vidyapeetham as the principal of School of Engineering, Amritapuri campus, in 2002. Just before my formal joining duty, I was invited to the Coimbatore campus to witness the Gurupournima celebrations there. There were bhajans and dances by students. That was my first experience of witnessing students’ arts performance on an Amrita campus. Later I witnessed several performances of Ragasudha and Natyasudha on Coimbatore campus which maintained an extremely high level of competence. I watched with great appreciation the students of Coimbatore (especially girls) who played the percussion instrument ‘chenda’ during the Sreekrishna Jayanthi procession which proved that there was no dearth of talent. But the Amritotsavam on Coimbatore campus was a big disappointment. Once I went to the Amriteshwari hall hoping to witness instrumental music competitions. After waiting for about an hour, a faculty member in charge of the programme informed me that the item was cancelled as there were no contestants. On a campus focused on academics and research, extra-curricular activities might be considered an avoidable nuisance. However, I hold the view that lighter moments provide relaxation which, in turn, increases the efficiency of the more serious academic work. After all, what is campus life without actual interpersonal exchanges?

In Amritapuri, Amma was taking a direct interest in the way arts festivals are being organised on the campus.

It was her wish that all the fun and frolic that were happening in other colleges should happen within Amrita too.

The first Amrita Kalotsavam was organised in Amritapuri in the school of engineering 2002. A couple of years later, Arts and Science school too were roped in to give it a wider platform. The festival was held on an inter-house basis just as it was held in Coimbatore. The management, staff and students joined hands to make the event attractive and successful. The following were the general terms of the format which evolved through discussions.

1. Two days would be set aside for the conduct of this event preferably on a Friday and Saturday so that students would get a holiday on Sunday to freshen up before restarting of classes.
2. There would be no academic activities on these days and no attendance would be taken. In other words, the challenge was to make the programme attractive enough to make the students stay back on the campus rather than go home.
3. The emphasis was on mass participation and not on quality of performance. Even somebody who was getting on stage for the first time in life should be encouraged to do so.
4. There would be limitation on the maximum number of events in which one person could participate; otherwise a few students would dominate the show.
5. No application for participation will be rejected on grounds of limiting of maximum number of participants or time constraints. The number of stages will be increased suitably to accommodate all applicants.
6. The programme would be totally managed by the students. Involvement of faculty members would be limited to overseeing maintenance of law and order and management of finance.
7. All infrastructure like stage, light and sound system would be arranged by the school in addition to partial financial support of the expenses of the teams.
8. There would be screening of performance before presentation on stage but the objective of screening would be just to eliminate any derogatory performances or those with no sincerity of purpose. In other words, standard of performance would not be a criterion for screening.
9. The items for competition could be decided by the organising committee; but the general understanding would be to have only those items generally included in intercollegiate arts events.

The system suffered several hiccups at the start. There used to be howling and shouting during some programmes. Once a famous playback singer who was an ardent Amma devotee was present in the auditorium to witness the programme. He told Amma that there was more howling than singing. Amma was upset and directed some staff members to be a little more strict in matters of discipline. However, over the years, students wholeheartedly involved in the programme making it more enjoyable.

The usual number of entries would be around 95 for fancy dress, 160 for karaoke (eastern), 40 teams for step-in-synchro (female), 20 teams for step-in-synchro (male) among others.

Students have the freedom to elect office-bearers. Performance during the pre-final year would decide who would lead during the final year. Once the teachers asked the students whether they would like to change the inter-house pattern and go to inter branch or inter year competition. The unanimous answer was ‘No’. A friendship and team spirit across the departments and between seniors and juniors had firmly set in. Once, I was pleasantly amazed to see a duty list published on the notice board by a house captain. Every student of the house irrespective of the year he/she studied was allotted a duty. It ranged from green room security, time keeping, announcement, hosting the judges, data uploading and so on. But every student took the duty seriously.

In the early years in Amrita there was an aversion to cinematic dances. But the students conveniently named it semi-classical group dance. Over the years, the trend changed. A group dance had to be over a theme to win a prize. May be the girls outshone the boys in choreographing over a theme. ‘Go green’, ‘National Integration’, ‘Gender Equality’ were favourite themes for dances.

The star attraction of the kalotsavam was the dance events and orchestra conducted in the open stage during the night. The ambience of the open stage could not be achieved in an indoor auditorium.

But Kerala was famous for unseasonal rains. Every year, the programme was interrupted by sharp showers on any one of the days. But students would never agree to take the programme indoors. They invented an ingenious way to overcome the hurdle. They would announce a dinner break when showers start. The group would reassemble after an hour or two when the rains stopped and the show would go on. Students happily adjusted to the timings.

Success begets success. Slowly Amrita students started winning prizes outside. They won overall championship in several inter-collegiate arts festivals like ‘Ragam’ or ‘Dhwani’. Many times, organisers of Ragam festival of NIT Calicut would be there in Amritapuri on the final day of the Amrita Kalotsavam to make sure participation of Amrita in Ragam. A boys dance group was formed and became very successful. One student employed in an IT company even formed a professional music band!

In 2020, the campus had to be closed down just before Amrita Kalotsavam. This year, students are planning an on-line kalotsavam. Choreographing a group dance to be performed by artistes from different places and merging using information technology could be a great idea. Let us wait and see what will materialise.

2021

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Anokha - a great miss



Live for the moments you can't put into words. College life is not just about studies. It has so much to do with your lives, and for we Amritians Anokha is that one thing which completes our college life. I've been part of this family since 2019. So when I first stepped in here, everything was really new and raw to me. Among all this, the one word that echoed in my heart and ears was the 'Anokha Techfest'. Yes! It was everything to each and everyone here. All this brought the excitement to my heart. So as months passed by, it was time to welcome the New Year and the Anokha2020. It's

the annual technical fest of Amrita, but also the days to express innovation, creativity and excellence, the 3 days that you will always cherish. The 100 days countdown begins and the campus is all ready for the fire.



Anokha Coordinator Mr. Prashanth Nair talks about programme. He has been part of this prestigious

Anokha is all about the hand-in-hand coordination of the students and the faculty members.

of the campus is really into it. We core team comprising 10 teachers and 150 students to conduct the programme. We start the conceptualisation, the collaboration for various workshops and the preparations begins. It's a venue to showcase your talents and also to get to know about your subject and the tech world out there. The Eventide on the third day is like a finale, the culmination to many months' preparation and excitement. I'd always tell that, Anokha is the most important aspect of students' life at Amrita. As far as Anokha is concerned, it's the most inclusive event. It's an event by the students, of the students

institution for the last 17 years.

He has been the Anokha coordinator from last 10 years. "It's hard to believe that one year has passed by. Last year February 15 we organised Eventide with playback singer Karthik as our chief guest. I do really miss the hustle and bustle, the sleepless nights. The time from January till the programme concludes is like a really crazy time where the whole

and for the students. I enjoy each and every moment of the whole process, but I would personally say the best part is the sleepless nights at the Anokha hub, the teas and coffees that we have during 1am and 2am, the crew work. Anokha is like a golden feather in the hat of Amrita.

This year has been really incomplete without it. The night lightings, the rhythm, the beats, the cheer, the points where students showcase their talents and passion. All of us really miss these moments, the total spirit and enthusiasm of the campus."

Yes, this is what anokha is all about and that's why Amrita feels empty without the 'Anokha techfest'. There was celebration and happiness, dance and music, technology and culture, passion and innovation.



Anjali Menon
CB.SC.15DAS.19007
Data Science.

Down the memory lane

If the pandemic has taught me anything, it is NOT to take things for granted and be grateful for the tiniest yet most important things in life. I was lucky enough to have spent three years of my college- studying what I love, spending time with friends I absolutely cherish, learning life skills from trained faculties and fellow students, and lastly, feeling so close to the stunning campus filled with greenery.

I still remember our first day at college, when all of us were clueless, nervous, yet equally hyperactive and excited. It is heart-wrecking that the class of 2020 did not get a chance to bid farewell to their friends, classmates, and teachers. The last set of classes, exams, presentations, night-walks, tittle-tattle sessions were all left incomplete.

All of us lost the chance to have all of the fun and closure that we were promised would come in the last three months of our final year. Losing the last year of our college to a virus was not what we had planned, but it's a memory that we will never, ever forget.

As we move on from this place and embark on the next big journey of life, I would like to take a moment to thank my friends, faculties, and classmates for giving me a memory to walk away with.



Deekshitha B
B.A. Mass Communication
Former campus beats student editor



It was here many dreams flowered; many hearts broke. Now a pale shadow of yesterdays.

Location: Main ground gallery, Near Aerospace lab

Click: V S Binoy, staff photographer

Gurupurnima

GururBrahma GururVishnu GururDevo Maheshwaraha
Guru Saakshaat ParaBrahma Tasmai Sri Gurave Namaha
The Gurupoornima celebration held on July 5, 2020



Kanda sashti Kavacham pooja

Schandashashti or Thaipooyam is celebrated on the remembrance of Lord Murga victory over Padmasuran.



Gokulashtami



Gokulashtami @amrita is always noted for the splendid celebration and huge student participation. The festivities during 2020 was restricted to Nagra Sangeethanam, bhajans and prasadam distribution.

Pongalo Pongal



Mattupongal celebration in the campus

Festival of harvest is celebrated in the Tamil month of Thai (Jan-Feb). It is dedicated to Sun God and Lord Indra. It coincides with Makar Sankranti. The festival is celebrated for four days. Pongal is prepared in new earthen pot using sugarcane, rice, ghee and milk.

Agnikaryam



Dr. M. Jayaraman, Director, Literary Research and Development, senior teacher, Sree Krishna Wellness-Yoga and Cultural Center, Bengaluru, conducted a class on performing "havan" to children on the campus. The special and short "Agnikaryam" havan/homam is highly beneficial for children. Its practice improves concentration and memory and prepares the children to be mentally strong. This was an integral part of Gurukulas and families who gave top priority to instill cultural values in children.

Festival of music



A glance from the celebration

As part of Maarkazhi and Dhanur from Amma's shrine at the ashram in the Ettmadai campus. The group is led by Ms. Sundari. She explains

participated in Paavai Nonbu composed by the poet Andal Thaayar, one of the 12 Alvars in Vaishnavism. It consists of thirty stanzas in praise of Thirumal, a manifestation of Lord Vishnu.

During Markazhi, N a g a r a sangeerthanam was held every day in the early morning from 5.10 am to 6.15

the meaning of the songs and also leads the procession group by singing five songs each from Thiruppavai and Thiruvembavai on each day. The group follows her carrying Vrindavan's Krishna singing the songs and conclude with Amma's ashtothram. As per the story Thiruvempavai was sung by Manickavasagar who imagined himself as a young woman longing unite with Lord Shiva. Helped him achieve this goal at Chidambaram Natarajar temple. So his songs are given equal importance during Paavai Nonbu. Sri Andal completed her Paavai Nonbu imagining Lord Krishna in the form of Lord Ranagamannar of Sri Rangam, one of the 108 Divya Desams of Vaishnavism.

It is believed that Sri Andal married the Lord at Sri Rangam and united

with him at the sannidhanam of the temple. In Tamil Nadu the life of Sri Andal is celebrated during the entire month of Markazhi (Dhanur maasam in Kerala) by singing Thiruppavai in remembrance of Lord Krishna. On the 27th day of Maarkazhi January 11, 2021) payasam was prepared. On January 15, 2021 Paavai Nonbu was held on campus.



Dr. Rajathilagam B
Associate Professor
CSE Dept.

Thiruvathira festival



In the month of Margazhi another an auspicious festival celebrated on the campus was Thiruvathirai or Thiruvadira. Celebration started at 4.45 am at the swimming pool. Women and girl children were encouraged to be part of Thiruvathira rituals and performance followed by a pooja in the Pandal hall on the night of December 29, 2020.

Amrita Kudumbam Bhajans



Year 2020 left a lot of good and bad situations in life. On September 6, Amrita Kudumbam Bhajan team was formed uniting all Amritians. On all Sundays the group will perform bhajans followed by Amma Aarathi and prasadam distribution at the Amma shrine at Academic Block 2. Anyone who has the passion to sing bhajans can join the team. Bhajans are decided early and rehearsals are done for the final presentation on Sunday. The programme will start at 6.15 pm with Amma's ashtotharam and will conclude by 8 pm. Amrita kudumbam Bhajans are telecasted live on all sundays.

Navarathri-Vijayadashami celebrations



Victory of Good: Navarathri was celebrated on the campus in a traditional way. Worshipping nine goddesses on nine days in different bhavas was the highlight of the festivities. Vijayadasami is celebrated in memory of the battle between Goddess Durga and demon Mahishasura in which the asura is killed. It is the celebration of the victory of good over evil. Special poojas were performed on all the nine days followed by bhajans, Amma aarathi and prasadam distribution. Bomma Golu was arranged as part of the festival. Dolls of gods, goddesses, men, animals were arranged as part of the kolu. The celebrations came to an end on Vidyarambham/ Vijayadashami day. Goddess Sarawathi is worshipped on that day.

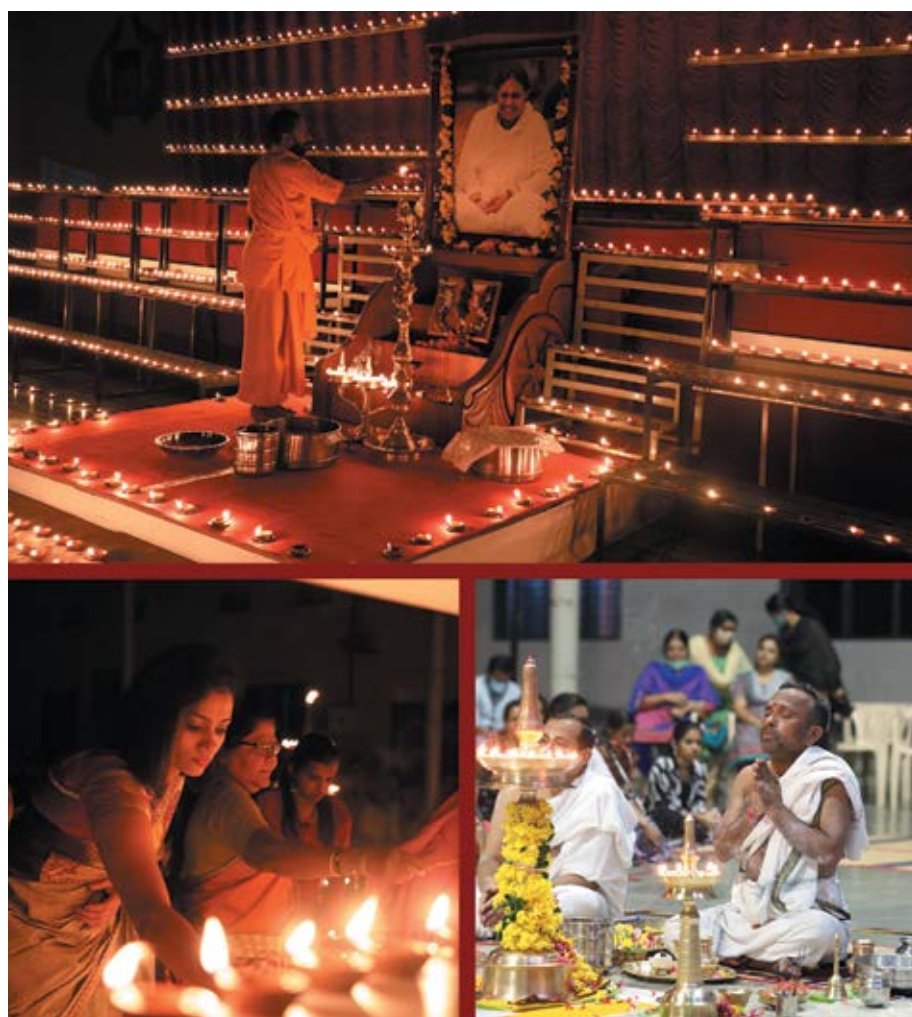
Ganesh Chaturthi



Ganesh chaturthi is considered as one of the biggest festival organised by the students on the campus. Welfare department give financial support to make Ganesha idol. Pooja, bhajans and prasad distribution mark the festivities on all three days. Ganesh Visarjan is performed on the last day. This year, Ganesh chaturthi celebration was held on August 22. Those who were available on the campus took the initiative to organise the festivities this year.

A 4-ft-high Ganesha Idol was immersed in the rain water tank at AB3.

Light over darkness



Thousands of oil lamps were lighted on the day of Thrikarthikkai by the Amritians at Pandal hall. Karthikai Vilakku or Thrikarthikai deepam is also known as festival of lamps. Special pooja, and bhajans were held.

Go Green

Amrita campus has a wide variety of trees. In 2020, Amrtians took the initiative to plant more saplings. During Vishu (April), Vrishchikam 1 (November 1) and as part of Amma's birthday saplings were planted.



The usually crowded bridge wears a deserted look as the institution remains closed due to the pandemic.

Mobile click: V S Binoy, staff photographer

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