

Advancing Global Collaboration and Innovation: C20 at Amrita Coimbatore

By Aravind R

In the midst of the bustling halls of Amrita Vishwa Vidyapeetham, the C20 event emerges as a captivating tapestry of global engagement. As students eagerly navigating the corridors of academia, we are fortunate to witness the convergence of minds, ideas, and cultures that the C20 event offers. The C20 event serves as a gateway to the world, where borders dissolve and diverse viewpoints intertwine. As we engage in discussions with fellow students, academics, and esteemed guests, we are exposed to a multitude of perspectives, as we actively participate in the global dialogue that shapes our collective future.

As students, we are drawn to the C20 event not only for the opportunities it presents but also for the responsibilities it bestows upon us. We recognize the power of our voices and the impact we can make on the world stage nurturing our aspirations to be change-makers and encouraging us to contribute our unique insights and innovative ideas to the global discourse. It empowers us to transcend the boundaries of the classroom, encouraging us to embrace our role as global citizens and agents of positive change.

Within the realm of the C20 event, the student journal finds its voice amplified. As representatives of the journal, we are driven by a shared passion to document and share the

stories that unfold during this transformative gathering. Through our written words, we seek to amplify the voices of our peers and offer a platform for their valuable contributions to be heard by a wider audience.

The C20 event not only empowers us as students but also instills in us a sense of purpose. It reminds us that our education goes beyond textbooks and exams, extending into the realm of real-world challenges and opportunities. It inspires us to become active participants in shaping the world we will inherit. The connections we forge and the knowledge we gain during the event become catalysts for personal and intellectual growth, propelling us forward on our journeys as lifelong learners and contributors to society.

In conclusion, the C20 event at Amrita Vishwa Vidyapeetham is a vibrant tapestry that weaves together global engagement, diverse perspectives, and the voices of students eager to make a difference. It serves as a beacon of inspiration, igniting our passion and fostering our desire to be active participants in the global dialogue. Through the lens of the student journal, we witness the transformative power of the C20 event, capturing the stories that will shape our collective future and empowering us to contribute meaningfully to a world in need of change.



Tamil Nadu governor R N Ravi addressing the C20 delegates

SONIX : An Unending Saga of music

By Lakshmi Keerthana



Pc: Dileep Raj

Glistening eyes, mouths agape, and a look of amazement when the first confetti blaster went off, that was the audience's reaction, at Sonix. The light and colors of the first burst of SFX filled the night sky, showing the awe-struck faces of those down on the ground. Everyone was trying to get everything their eyes could capture at that perfect moment. Their music, energetic yet soothing as ever, filled the air as the magic unfolded.

What Sonix gave their audience was two days of music, food, and fun, but most definitely a night they'd always want to relive. Department of Mass Communication is already one of the smallest departments in the university. An event organized by the 2021 BA students from Mass Communication was a part of their coursework for PR & Event Management. It started with a small idea, loads of subsequent efforts, with a wonderful CSR element.

April 7th & 8th had created a certain buzz in the university. On the first day, 7 colleges across Southern India locked horns in the 'Battle of the Bands'. Auditorium was filled with cheers for all the 7 bands- Rockerz (VISTAS, Chennai), Melotone (Hindusthan College of Arts and

Sciences), PSGCasetunes (PSG Institute of Arts and Sciences), Aalap (Amrita Vishwa Vidyapeetham, Mysuru), Band Agarth (Kumaraguru College of Technology) and The Syndicate (Amrita Vishwa Vidyapeetham, Coimbatore). The loudest of the cheers were for the best performers of the day- Band 'Agartha', who went back home with Rs. 50,000 along with exciting gifts; and Aalap, the runners-up, who jacked the pool of prizes.

On the 8th was the show-stopper! South India's most popular music band on trend - MASALA COFFEE performed for the first time in Amrita. Their versions of folk and contemporary music are a treat to the ears. Their presence on the stage and their energy was unmatched. The song selection made a wonderful acceptance among the audience as they include Hindi, Tamil, Telugu, and English songs apart from Malayalam.

Quote of the month

"Optimism is the light of God. It is a form of grace which allows you to look at life with greater clarity" - AMMA

Smarter devices and not-so-smart users. Are they a big reason that is helping big corporates earn with our personal data?

Social networking sites came to be used widely post-2004, thus research on their negative effects hasn't been properly studied yet. The younger generations are also filled with ideas on various topics under the sun which they showcase on social media since they have had more time to use it and are more familiar with its impacts. But are the population especially youths aware of the risks involved? because the times are such where privacy is just a myth on the internet.

People say walls have ears but believe it or not phones do have ears! Many of us would have experienced a scenario wherein we discuss something about a place or food or anything and the next moment when we scroll on social media applications like Facebook or Instagram there is an advertisement for the same thing that we had talked about earlier with someone. But how is this possible? We must understand that every time we click 'I agree' on the terms and conditions of a website or accept the cookie settings we are actually allowing them to track our activities.

It is very common nowadays that we find many contents that spread awareness on how to practice safety on smart devices and social networking sites yet we all are trapped in this virtual world of the internet within our smart devices. Obviously, it has made our lives easy but what is the cost we are paying? It is our personal data! Yes, every time we grant permission for tracking location, microphone, etc, these data like the places we visit and what we are speaking, and use this data for many purposes even for marketing and advertisements based on our geographical location which is being monitored by various application and websites in our devices. Social networking sites came to be used widely post-2004, thus research on their negative effects hasn't been properly studied yet. The younger generations are also filled with ideas on various topics under the sun which they showcase on social media since they have had more time to use it and are more familiar with its impacts. But are the population especially youths aware of the risks involved? because the times are such where privacy is just a

myth on the internet. People say walls have ears but believe it or not phones do have ears! Many of us would have experienced a scenario wherein we discuss something about a place or food or anything and the next moment when we scroll on social media applications like Facebook or Instagram there is an advertisement for the same thing that we had talked about earlier with someone. But how is this possible? We must understand that every time we click 'I agree' on the terms and conditions of a website or accept the cookie settings we are actually allowing them to track our activities.

Can the government do something in order to protect our data? Fortunately, yes, the government had introduced the Digital Personal Data Protection Bill, 2022. This is the fourth time government is introducing a data protection bill in the country. There was a need for strong data protection rules in this nation as users are continuously producing enormous volumes of personal data as a result of their constant interactions with digital devices. This data can be handled in ways that increasingly undermine the autonomy, self-determination, freedom of choice, and privacy of the data principal, when combined with the computing capability currently available to businesses (data Coming back to the common man's life, we are least bothered about our data or we are forced to accept the terms and conditions of the website as otherwise the website or application wouldn't run. As the famous expression, 'There ain't no such thing as a free lunch' the cost we were paying for the convenience and entertainment on our smart devices was our personal data.

In conclusion, we must not get dumber as the devices around us are getting smarter and smarter. We must strive to build an ecosystem of humans and the internet in such a way that the internet does not invade a person's privacy and even we must understand that the internet, social media, etc are made by humans for humans and we must not be enslaved by them. And not be the reason big corporates earn unethically by selling our personal data that too without our knowledge.

Yuvam 2023: PM has a heart-to-heart with the promise of tomorrow



By Gautham Meghalaya Premchand

Kochi is an energetic place, but never has it been as ecstatic as on the 24th of April 2023. The life force of India, the bold and strong youth was brought together by Yuvam 2023, to meet and listen to none other than our Prime Minister, Shri Narendra Modi.

Yuvam, 2023 is a new initiative to encourage and empower the youth of Kerala, to remind them of the responsibility of running the nation, that will be theirs soon and how to do so. The 1st edition of Yuvam kickstarted royally with a Dias of distinguished dignitaries, ranging from actors to politicians to social trailblazers, to name a few would be Suresh Gobi, Unni Mukundan, Prakash Javedhkar, Tejasvi Surya, Vijay Yesudas, Aparna Balamurali, K.S Harishankar, etc.

But the crowning moment of the event was the power and message brought by the Chief guest our honorable PM, Modi. The audience of youngsters thronging in the 1000s turned electric the moment, Modi entered the stage. Stealing young hearts, with a heartfelt salutation in Malayalam, "Namaskaram", the Prime Minister didn't waste any time in getting to the heart of the event. The duty and need of strong youth to take India forward to greater heights were conveyed by our country's captain.

The PM took the audience deeper into the current geopolitical scenario, and how India was looking and feeling better than ever, due to our heightened responsibility as the heads of this year's G20 meet and SCO meet. Modi also directed attention towards, Mission Kaveri by the Indian Government and External Affairs Ministry, to evacuate Indian citizens stuck in civil war-torn Sudan.

The PM was highly vocal about how he gained energy from the youth and how we inspired him to make it all possible for India. It is to be noted with happiness that the audience erupted in cheers when Modi mentioned that we were to reach the 100th episode of Mann ki Baat, a milestone in governing India together as one in the PM's words.

It was a guaranteed goosebumps moment, when the PM looked proudly at the audience and said, "It's your turn young friends, take the mantle and lead India to greater glory, I will be there to guide you."

The fate of the Bharat, and therefore of the entire world lies in our hands, the young blood, what a noble ideal to live up to.

9-9-9 CHALLENGE

By Kishore V

The decrease in physical activity and the disruption of routine with the pandemic have adversely affected our physical and emotional health.

The 9-9-9 Challenge is an awareness campaign under Civil20- Integrated Holistic Health Working Group, focusing on yoga and meditation to improve physical, mental, and emotional well-being. As Amma says "The art of relaxation brings out the power that exists within you; through relaxation, you can experience your infinite capabilities"- the 999 challenge provides a platform to relax ourselves, develop consistency and expand our knowledge in yoga practice, reduce anxiety and stress and most importantly build a community that shares the passion for yoga and service. The 999 challenge includes performing 9 rounds of Surya

namaskara, 9 minutes of meditation for world peace, and continuing the practice for 9 days as a community. Practising Surya namaskar and meditation improve our overall fitness levels, mental clarity, and concentration. Let us take up the C999 challenge and embrace the transformative power of yoga and meditation for our holistic well-being.



Pc: Dileep Raj



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Is that Andrea?

Anokha: Reviving the Extraordinary Tech Fest Against All Odds

By Ashrit Mantha

In the face of daunting challenges, a group of enthusiastic and determined third-year and second-year students embarked on the extraordinary journey of organizing Anokha, a tech fest that lay dormant for the last 3 years. With limited experience and the absence of a reference point as a majority of the team never saw an Anokha, the core committee eagerly took up the task, aiming to resurrect Anokha in all its glory. Thankfully, the core had the ever-present support and experience of the conveners of Anokha including staff members like Dr Prashant Nair, Dr S Adarsh, Mr. Sreevalsan, Dr M Ritwik, and Mr. Vijayanarayan among others, and led by none other than our Dean of Engineering, Dr Sasangan Ramanathan.

The core committee of Anokha comprised a group of enthusiastic individuals who shared a common passion for technology and a desire to organize a successful event. Despite their lack of prior experience, they took on the challenge with a willingness to learn and work together, understanding the importance of adaptability and effective collaboration for the success of the fest. "Of the Students, By the Students, For the Students." After a two-year pandemic-induced hiatus, Anokha made a comeback in 2023- an event which is- Of the Students, By the Students, For the Students"-Sreevalson

Moothedath, Convenor, Anokha.

Anokha promised a plethora of technical events, including coding competitions, robotics challenges, and innovation showcases. We witnessed a 3-day tech fair, featuring cutting-edge technologies, and Drone Racers Kerala collaborating with our department of Aerospace Engineering gave us a stunning awe-inspiring drone show. Simultaneously, the auto expo Ignition 2.0 dazzled attendees with the latest (and the loudest) advancements in the automotive industry. The excitement peaked as the audience indulged in delectable cuisine from food stalls that catered to diverse tastes.

Despite the lack of prior experience and with just a roadmap courtesy of our conveners, the core committee's dedication and unwavering commitment breathed new life into Anokha. Their tireless efforts and creative problem-solving abilities laid the foundation for a resounding success.

Anokha's remarkable resurrection serves as a stepping stone towards a more magnificent event in the years to come. The invaluable lessons learned and the seamless collaboration between the third-year leaders and the second-year team members have set the stage for a future filled with innovation, excellence, and unforgettable experiences. Anokha promises to deliver a grander event

next year, raising the bar even higher.

The core committee extends its heartfelt gratitude to every member of the convenor's council for their relentless dedication and unwavering support. Their collective efforts and unyielding spirit were instrumental in bringing Anokha back to life. As we reflect on this incredible journey, we take immense pride in our accomplishments, knowing that we have surpassed all limitations and made Anokha an event to be remembered.

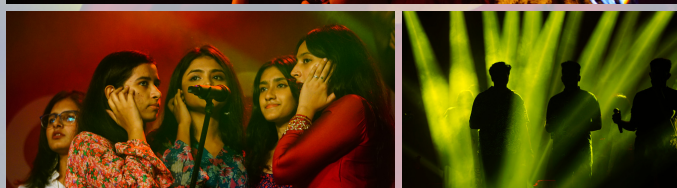
Anokha stands as a testament to the indomitable spirit of a team of determined students who transformed their inexperience into an opportunity for growth and fought back against the odds (and the rain). With captivating performances by Raagasudha and Natyasudha and topped off by a lovely pro-show by the one and only Andrea Jeremiah amidst the rain, Anokha became an unforgettable experience, demonstrating that passion, resilience, and collaboration can overcome any challenge and create something truly extraordinary.

Overall, it was a successful event that provided students with an excellent platform to display their skills and learn from industry experts in their respective fields commented by the Anokha Convenor.

Raaga Night

By Pavithra

Raaga night is the biggest stage we performed for, and it was not easy for us. Raagasudha got to perform for Anokha after 3 long years and it was exhilarating. The Performance was a mix of emotions during practice and that got amplified while seeing it all come to light on the stage. This time, we tried different genres- folk, jazz, rock, western, Sufi, etc. One of the slots had 7 instruments playing for it and it was so grand that listening to it while practicing and on stage was mesmerizing. It gave us a lot of memories to take home and we'd never forget this journey.



Pc: Team Media

Unleashing the spirit of Natya in Anokha 2023

By Anjali Menon

The Natya Night of Anokha is the true result of immense effort, hard work, and true team spirit. Amidst the heaps of academic work, each of us ran for the practice with complete energy. The moment when the lights go on, when the audience cheers up, shouting the team's name, the moment where we feel proud being a part of Natya, a moment of complete bliss.

As Anokha 2023, put an end to the long wait of 2 years, for many of us, this was our last stage on this campus. The 2nd day of Anokha was for us, this Natya fam. It was to showcase our foundations of love and passion for dance.

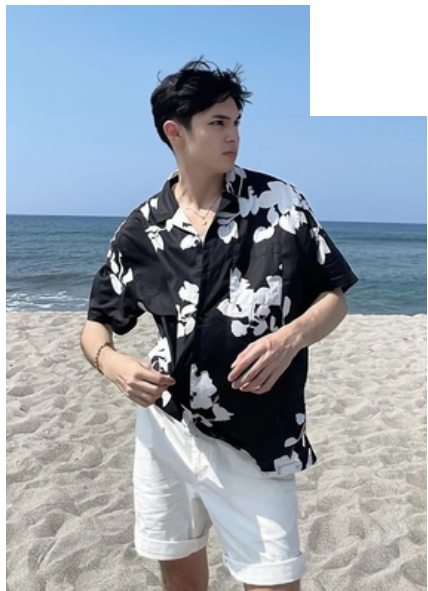
All cheers to Anokha2023, being my last stage in Amrita, it will always be special. I am sure all of us will cherish each moment that we spent working for this event.



Pc: Team Media



BEAT THE HEAT IN STYLE



The canteen at Amrita University adds new flavors to the menu - Get ready to savor!

By Adithya Rajasekharan

Coimbatore, May 12: Hungry for something different? Look no further than Amrita University's IT Canteen, where the addition of fish dishes has sparked a culinary revolution on campus. And this time, it's not just the students who are excited - the staff and faculty are lining up too!

For years, Amrita is known for its vegetarian dishes making non-veg people disappointed. Students were waiting for a non-veg canteen inside Amrita which could make them satisfy with non-veg items need. Recently IT Canteen has been the go-to spot for students looking for delicious and mouth-watering egg dishes. Now, it has taken things up a notch by adding some non-veg options to its repertoire.

The new star dishes are the Fish Curry meal and Fish fry - both cooked to perfection with a blend of spices that will make your taste buds sing. The Fish Curry meal is a hearty and homely meal, with tender fish pieces simmered in a delicious curry sauce that you won't be able to resist. And the Fish fry is the perfect snack for when you're craving something crispy and flavorful.

But what sets the IT Canteen apart from other canteens is its commitment to safety and hygiene. The canteen management takes great care to ensure that all its dishes are prepared in a clean and hygienic environment. So, you can enjoy your meal without any worries.

The introduction of these new dishes has already created quite a buzz around the campus. Students, staff, and faculty are all eager to try out these new flavors. And we don't blame them - the IT Canteen has truly outdone itself this time.

So, if you're looking for a new place to satisfy your hunger pangs, head to the IT Canteen and discover the flavors that everyone's talking about. It's the perfect place to spice up your lunch routine and indulge in some delicious food.



Town Fashion

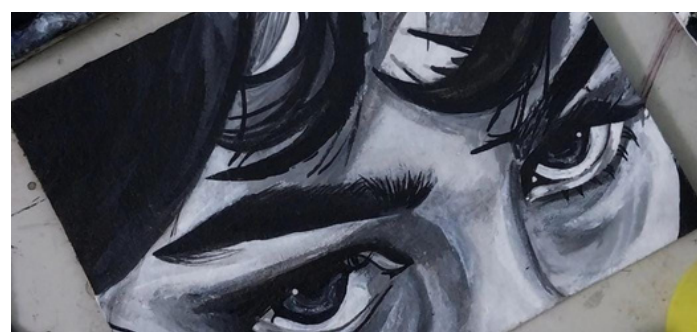
By Adithya Rajasekharan

Coimbatore, May 12: Hey there, mates! It's time to ditch those heavy winter clothes and embrace the summer heat with style. Here are some fashion tips to help you stand out on campus this season:

1. **Flowy fabrics:** Say goodbye to stuffy clothing and hello to breezy fabrics like cotton, linen, and rayon. Whether you're rocking a maxi dress, flowy skirt, or loose-fitting pants, these fabrics will keep you cool and comfortable in the summer heat.
2. **Bold prints:** Want to make a statement? Embrace bold prints like floral, tropical, and geometric designs. Don't be afraid to mix and match prints for a unique look that will turn heads.
3. **Sun hats:** Not only do sun hats protect your face from harmful UV rays, but they also add a touch of glamour to your outfit. Choose a wide-brimmed straw hat or a floppy cotton hat for a chic look.
4. **Strappy sandals:** Step up your shoe game with strappy sandals. They're a versatile option that can be dressed up or down, and they'll keep your feet cool in the summer heat.
5. **Statement jewelry:** Add some sparkle to your outfit with statement jewelry like oversized earrings, layered necklaces, and chunky bracelets. They'll add a pop of personality to any look.
6. **Oversized button-up shirts:** For a casual yet stylish look, try pairing an oversized button-up shirt with loose-fitting pants or joggers. One can rock this look, and it's perfect for those hot summer days.

There you have it, fashionistas! With these tips, you'll be ready to take on the summer heat in style. Don't be afraid to mix and match fabrics, prints, and accessories – summer is all about having fun with fashion. Just remember to stay hydrated and wear sunscreen to protect your skin from the sun's harmful rays.

Student Art Corner



To blossom the artist in you, one needs a creative mind. Here we present the art work of Amrita M.K, 2020 BA batch who started a small business of her own. For more works of Amrita and orders visit [Instagram @insideimpressions](https://www.instagram.com/insideimpressions)

CAMPUS BEATS TEAM

An initiative by the Department of Mass Communication

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