

A Symphony of Service and Celebration at Coimbatore Campus – Amritavarsham 70

By Ananya G

“The joy of giving is greater than the joy of receiving,” says Amma.

From impactful clean-up efforts and healthcare initiatives to environmental sustainability projects, Amritavarsham 70 has marked a significant milestone, exemplifying a transformation in community welfare.

Marking the 70th birthday of our beloved Amma, Sri Mata Amritanandamayi Devi, unfolded with a week-long series of impactful service activities known as Sevanavaram. The Amrita Viswa Vidyapeetham Coimbatore campus took center stage from the 25th to the 29th of September, engaging in a variety of initiatives that showcased the spirit of selfless service.

Sevanavaram commenced on September 25th as 200 volunteers actively engaged in a joint cleanup initiative. Poonga Gounden Pudur, Ettimadai Junction, and Chavadi came alive as the community worked together towards achieving cleanliness.

In tandem, the campus embraced the green agenda with the planting of 40 saplings in a temple premises in Ettimadai to reflect a profound commitment to environmental sustainability.

Amrita Vidyalayam curated a harmonious celebration, intertwining the threads of compassion, medical care, and a dedicated commitment to environmental stewardship. A total of 300 individuals benefited from the collaborative efforts with the Shankara Eye Foundation, with an impactful eye camp providing vision care, while the second medical camp cast a wide net, addressing vital health concerns such as pregnancy, anemia, and malnutrition. The spirit of nurturing extended to the soil as well, with a tree planting initiative at SR Venkateshwara College Road as seventy flowering plants were planted by 50 volunteers.

As part of an educational initiative, a dedicated team of approximately 50 volunteers ventured into five tribal schools, spreading the light of knowledge through the distribution of educational materials.

A collaborative effort engaging freshers across all departments led to the creation of 23,000 seedballs, serving as a tangible testament to the campus's unwavering dedication to sustainability and commitment. Taking this commitment further, 100 volunteers carried 10,000 seedballs to Arulmigu Dharamalingeswarar Temple, the Hill Top temple of Lord Siva in Madukkarai, dispersing the seeds in nearby barren areas, symbolizing the promise of revitalization.

Fifty volunteers from the NSS Unit extended compassion to six different Hospital Wards in Coimbatore Government Hospital. Distributing 500 kits containing essentials like bedsheets, steel tumblers, and towels, they aimed not just to address physical needs but to bring solace and care. The esteemed Dean of the Medical College graced the occasion as the chief guest.

The campus became a hub of camaraderie as 100 students from various schools stepped onto its grounds. In an enriching exchange, educational kits were distributed, symbolizing a commitment to fostering knowledge beyond borders.

Volunteers reached out to three Child Homes in Podanur and R S Puram. Sweets, notebooks, and pens found their way into the hands of 75 young residents, while fruit kits and cultural activities added joy to their lives. Educational kits and lunch brought smiles to the faces of girls in another Child Home, an experience shared by 40 volunteers.

In every initiative, it is evident that Amma's vision is such that it transcends the conventional boundaries of education, fostering a culture of compassion, sustainability, and the exchange of knowledge.



Embracing the Intersection of Technology and Society: Insights from the Civil 20 Summit

Ozashwita Bharadwaj

In the dynamic landscape of today's world, the fusion of technology and our social fabric has become more pronounced than ever. When we talk about technology today, the first and probably the only thing that comes to our head is "Will AI take over, human efficiency?". Technology in today's world is a conundrum. And that is probably a reason why it has been a crucial point of discussion at Civil 20.

The Civil 20 Summit held at Amrita Vishwa Vidyapeetham, Coimbatore, presented a thought-provoking platform that not only encapsulated the realms of technology, security, and transparency but also explored their profound impact on civil society. Under the overarching theme of 'Technology and Security For One World', the summit was conducted by the C20 working group Technology, Security and Transparency. It served as a melting pot of ideas and discussions, delving into multifaceted dimensions that concern us all. From policy frameworks for digital safety in childhood to leveraging technology for inclusive education and healthcare, the summit offered a panoramic view of the intricate relationship between technology and societal welfare.

One of the paramount discussions revolved around the ethical implications intertwined with technological advancements. Conversations like 'Compassion in the Age of AI: Nurturing Human Flourishing through Ethical Design' and 'From Virtual to Virtuous: Ethics to Action' shed light on the responsibility we bear in designing and utilizing technology ethically.

The summit didn't merely dwell on theoretical discourse; it sought practical solutions. Discussions on 'Digital Transformations of MSMEs' and 'E-Government and Cyber Awareness Training Platform' emphasized actionable steps toward harnessing technology for economic growth and ensuring cyber resilience.

However, amidst the wealth of topics, the spotlight was on inclusivity and equity. 'Gender, Vulnerable Populations, and Technology: Promoting Diversity and Equity' highlighted the imperative need to bridge the digital divide and ensure that technological advancements benefit all segments of society.

As we reflect on the insights from the a mere trend but a fundamental aspect shaping our future. It's a call for us, the youth, to embrace technology responsibly, champion inclusivity, and steer its trajectory toward a more equitable and compassionate future.

The discussions and propositions that emerged from the summit serve as guiding lights, urging us to engage, innovate, and advocate for a tech-enabled actively. A world that prioritizes not only progress but also the well-being of every individual.

Let the Civil 20 Summit legacy resonate within our halls for the upcoming generations, motivating us to be the architects of a future, where technology doesn't just thrive but also fosters a more inclusive and empathetic society. Together, let us embrace this intersection of technology and society and forge a path toward a brighter, more equitable future.



Food and Nutrition Week Expo 2k23

Nandana Viswanath

Food and Nutrition, are terms that every student has come across in their school years. Well, when we think about food our favorite dishes pop into our minds regardless of their nutritional value. In Amrita Vishwa Vidyapeetham Campus, Coimbatore the final years of BSc. Food Science & Nutrition Department of Sciences Amrita School of Physical Sciences conducted a two-day expo on the 8th and 9th of September under the National Nutrition Week.

The theme of this year was "Healthy Diet Going Affordable for All", highlighting the importance of ensuring that everyone has access to nutritious food, regardless of their income level since malnutrition is a big problem in India and it leads to various diseases and health conditions.

The expo started with a Nutri-Hunt game on September 7th evening where students came together to play a treasure hunt based on the nutritional aspect of one's diet. The main attraction of the event was the Nutri-Expo which highlighted the latest technologies and evolutions made in the food industry using models made by the students. Some technologies exhibited were edible film in cakes, QR codes in fruits, etc. The expo also had informative models showing, levels of sugar compared between packed beverages and homemade ones. Evolutions of military foods, packing materials, and plastics. Apart from this, different smoking points of oil, traditional medicinal plants, and traditional foods from each state of India were also exhibited.

The expo consisted of various competitions like Foodography, Ultimate Quiz, Nutri Debate, and Nutrition Ambassador. The competitions with the highest number of participants recorded were for Nutri-debate and Nutrition Ambassador. In the Nutrition Ambassador competition, a Mr and Mrs Nutrition was declared. The first round of the Nutrition Ambassador, selection was based on health assessment, and the final round was done with a ramp walk and question and answer session with a judge panel.

One of the other features of this expo was the Health Camp in which height, weight, and BMI (Body Mass Index) were calculated and given and the blood pressure and body fat was assessed to help them understand how healthy their body were and what changes needed to be done in case they wanted to develop a healthier diet.

The entire expo was concluded on a positive note by showcasing the 2014 movie, Chef. The movie talks about a chef who loses his job due to a bad incident with a food critic and ends up starting a food truck with his son.

Nine days of Navaratri celebrated in fervor

Vrindha. R

The legend recounts that Durga ascended to earth and battled against the demon king Mahishasur for nine days in October, marking it Navratri. Each day celebrates different avatars of the goddess Durga. The nine nights of Navaratri packed with music, dance, and bhajans felt like a never-ending night of pure bliss at Amrita Vishwa Vidyapeetham, Coimbatore Campus, commencing from 15th October till 24th October.

A beautiful performance was delivered by the NADAM club on 15th October. The second day saw the cultural programs by the School of Agriculture. Natya Club's riveting performance the day after left the audience dazzled and hungry for more.

The highlight of the Navaratri Festival 2023 undoubtedly would be the Gujarati Garba dance night on the 18th. The Garba started with the lighting of lamps around 6:00 pm followed by Aarti. The dance went on till 9:00 and gathered momentum when residents as well couldn't resist the temptation of joining the dance. It's a tradition to dance till our feet ache when it comes to Garba night and that is exactly what everyone did to traditional Gujarati songs. On the 19th the cultural program was hosted by Raaga Club, followed by the Baduga dance on the 20th which captured the audience's attention. It is sufficed to say music has a hold on everyone's heart and the soulful Bhajans conducted on the 21st most certainly did. In the following two days,

Durga and Lakshmi Pooja with respect to the Maha Ashtami and Maha Navami were conducted. Vijayadashami, also known as Dussehra in Amrita was celebrated with Vijayadashami Saraswathy Pooja, Bhajans, and aarti from 6:30 am onwards.

The vibrant nine-day Navaratri festival which was a first for the campus will have a repeat in the upcoming years if we go by the overwhelming optimistic responses from students and faculty alike.

A Laudatory Celebration of Academic Excellence: Amrita Vishwa Vidyapeetham's 2023 Convocation Ceremony

Akshaya

On October 14, 2023, Amrita Vishwa Vidyapeetham celebrated its convocation ceremony, a significant milestone for its graduates. The ceremony was held in the new auditorium near the Amrita School of Business, with a multitude of venues, including Amriteshwari Hall, Sudhamani Hall, Srikrishna Hall, and Seminar Halls 1 and 2, utilized for certificate distribution.

Dr. S. Balamurugan, the esteemed HOD of the EEE department, played a pivotal role in orchestrating this event. The academic procession, an embodiment of dignity and tradition, set the stage for the commencement of the convocation ceremony. The eloquent welcome address was delivered by Dr. Sasangan Ramanathan, Dean of the School of Engineering, whose words resonated with inspiration. In a reverent benedictory address, Sampujya Swami Ramakrishnananda Puri added a spiritual dimension to the occasion, followed by an enlightening speech by the distinguished Guest of Honor, Mr. Sriram Balasubramanian.

Amidst the conferring of degrees, the university recognized academic excellence with the presentation of Ph.D. degrees and campus-level medals. Mementos were presented to Chief Guest Prof. C. Parameswaran and the Guest of Honour, in recognition of their valuable contributions to academia. Dr. Nava Subramaniam, Dean of the School of Business, did the honors, reflecting the interdisciplinary spirit of the institution. The ceremony concluded with a heartfelt vote of thanks from Air Commodore Satish Menon, and Campus Director, Amrita Vishwa Vidyapeetham. The finale of the event was the national anthem, a stirring reminder of the unity and aspirations of the graduates.

The 14th October 2023 Convocation Ceremony at Amrita Vishwa Vidyapeetham was a celebration of not only academic achievements but also the promise of a brighter future. The institution's commitment to fostering excellence continues to inspire generations of graduates, making them proud torchbearers of knowledge and innovation.

Two students, exuberant in their accomplishments, shared their thoughts after the ceremony. Devesh Nag, a graduate from ECE, exclaimed, "This day will mark the beginning of a new chapter in our lives I guess, feeling great to reach this milestone but also feeling a little gloomy to be honest, I am going to miss college for sure..." Swarna Karmakar, a CSE graduate, added, "Our time at Amrita Vishwa Vidyapeetham has been transformative. The relationships, knowledge, and experiences we've gained are invaluable."

The 2023 convocation ceremony at Amrita Vishwa Vidyapeetham was a resounding success, a testament to the institution's unwavering dedication to providing its students with a world-class education. The graduates, armed with knowledge and a vision for the future, are poised to make significant contributions to the world. Amrita Vishwa Vidyapeetham wishes them all the best in their endeavors.



AARPO 23's Spectacular Onam Celebration Reverberates with Tradition and College Buzz

R. Venkatesh

In a celebration that can only be described as a burst of colors and traditions, the campus transformed into a hub of joy and cultural fervor during the Onam festivities from August 21st to 26th. It was a week-long rollercoaster of unity, camaraderie, and artistic brilliance that brought together students, faculties, and staff in an unforgettable celebration. The excitement set off on the 21st with the heart-pounding Vadamvali the tug-of-war trials, setting the stage for a week filled with energy and team spirit. Laughter and cheers filled the air as participants showcased not only their strength but also the tight-knit community of Amrita Vishwa Vidyapeetham.

Day two witnessed a spellbinding Mega Thiruvathira Kali dance performance stealing the spotlight. Picture this: 150 participants, including students, faculties, and staff, moving in perfect harmony, creating a breathtaking display of coordination and cultural pride. Ambika S, Head Nurse at Amrita Clinic, added a touch of grace by training the dancers. She shared, "Thiruvathirakali epitomizes the essence of celebration and our traditions," and we couldn't agree more!

The third day brought the enchanting Ottanthullal to the forefront, narrated by the talented Shri Kalamandalam Nandhakumar. Accompanied by Kalamandalam Rajeev Sona on Mridangam and Kalamandalam Nayanan for vocals, the performance breathed life into the ancient story of Kalyana Sougandhikam from the Mahabharata.

Their goal? To entertain and transport the audience to another world through storytelling and classic expressions.

The campus came alive with a vibrant procession featuring Kuzhal Pattu, Chenda Melam, graceful Thalappoli, and lively costumed dance performers, including the ever-popular Pulikali. The procession culminated in the intense Vadamvali finals, creating a spectacle on the main ground that had everyone on the edge of their seats. The cultural night was a sensory feast, featuring Ragasudha and Natyasudha, the music and dance club of the university. Aswin Anand, Cultural Coordinator and member of Ragasudha shared, "Our goal was to immerse all in the festive spirit and ignite it from within," capturing the essence of the electrifying performances.

The pinnacle of the celebrations on the 26th was marked by a breathtaking pookalam display coordinated by Ananya Ajay, a third-year student from the English department. The week concluded with a delectable sadhya, coordinated by Tushar Shaji, offering a taste of traditional Kerala cuisine.

Dr. Deepa Goopakumar, the Chairperson of the event, beautifully blended tradition and inclusivity throughout the week, epitomizing the ethos of preserving culture while embracing diversity. The triumphant Onam Celebrations echoed the campus's commitment to fostering a sense of unity and pride in its cultural heritage. As we bid farewell to this unforgettable week, the vibrant memories created during this Onam will undoubtedly linger in the hearts of the Amrita Vishwa Vidyapeetham community for a long time to come. Until the next celebration, the spirit of Onam will continue to resonate within us all.

GOKULASHTAMI 2023-BLENDING SCRIPTURES AND SUSTAINABILITY

Suchona Guha and Varsha

An event that transcends the confines of our calendars, Gokulashtami at Amrita Vishwa Vidyapeetham, Coimbatore is more than a campus celebration. It is a festival, that pays ode to the eternal teachings of love and harmony, a celebration that unfolds like a tapestry of joy, life, and cultural richness. It serves as a bridge between ancient wisdom and modern values for the upcoming generations. The 16th of September, the day of the celebration, had bustling roads since the daybreak for the Amrita family, leaving an echoing effect for the next few days.

The medley of literary & cultural extravaganza and sports events made our campus the brightest of everything in this small yet cozy village. From spirited quizzes and debates to soul-stirring solo singing, dancing competitions, tug of wars, pole climbing, and a lot more adrenaline, our students showcased not just their talents but the diverse essence of our Amrita community. In an atmosphere of friendly yet cut-throat competition, this year's winners from the Major departments were Computer Science Engineering (CSE) securing the top spot, closely followed by Electrical & Electronics Engineering (EEE). Meanwhile, in the minor departments, TIFAC-CORE in Cyber Security (CYS) emerged victorious, with Amrita School of Agricultural Sciences and Amrita School of Business (ASB) securing runner-up positions.

Interestingly, Gokulashtami this year, wore a unique charm. Unlike the tradition, the absence of the grand float focused the spotlight on the vibrance of the procession involving spectacular performances from all the departments. What truly set this year apart was the resounding emphasis on sustainability and eco-friendliness with the float canceled, embracing a reduced ecological footprint. Departments responded with unique, eco-conscious decorations, turning our campus into a living message of creativity and sustainability. Moreover, a noticeable change in the reduced budget allocation per department, primarily due to the cancellation of the float, was yet another development. This regulation has encouraged participants to think innovatively and produce the most of the available resources. Also, fostering a sense of responsibility and financial prudence among students - an essential skill that will equip them for the journey beyond. However, the earlier tradition of a 'Float' is cherished, and was dearly missed by many students in this year's celebration.

However, the floats amplified the value of the entire procession, alongside strengthening the interpersonal bonds among the students, in the due course of the intense but exhilarating preparations. Mobility of floats from one end of the campus to another was a hectic and laborious task, nonetheless what counted at the end were countless snaps of memories. Lastly, there exists this evergreen saying among the folks, "Whatever happens, happens for the good", the decision to remove the float did not just leave a feeling within us but also left a huge impact on our mother Nature where comes the next saying "a journey of a thousand miles begins with a single step". In conclusion, the Gokulashtami celebration at Amrita Vishwa Vidyapeetham Coimbatore went through significant changes this year. In every challenge, we discovered an opportunity for growth and a chance to showcase the true spirit of the festival. This year, Gokulashtami was indeed a lesson to learn from the past, live a responsible present, to pave the way for a brilliant future.

Igniting Innovation: Inferno 2023 Unveils the Thrills of Mechanical Engineering

Niveditha and Shifna

Inferno 2023 was conducted in Amrita Vishwa Vidyapeetham Coimbatore campus by the Department of Mechanical Engineering on the 22nd and 23rd of September. The event was done in collaboration with the SAE India collegiate club of Amrita.

SAE India (Society of Automotive Engineers India) is a professional association and standards development organization for the engineering industry, with a special focus on automotive, commercial, and aerospace vehicles. Three teams from Amrita Vishwa Vidyapeetham were part of the events of SAE India.

Inferno's inaugural ceremony and the SAE India club's induction were the major highlights of the program. This year, the event was conducted massively compared to the previous year. There were 2 chief guests introduced to the club's induction programme, are Mr. Vinith Ponnachath, partner and CTO of KV Enterprises, and also the director of KV Armotec Enterprises Private Ltd. The second personality invited was Mr. Prashant Goel, managing director of Hulikkal Electro India Private Ltd. The event received a huge response from the audience. It focused on core mechanical engineering, and 3D modeling workshops were being put forward to give a better insight into automobiles and other aerospace vehicles. First and second-year students of the mechanical engineering department were deeply enthusiastic about the event. SAE's Final year students team took an initiative to educate the public on how to make custom battery packs. Previous year it was done by the experts in this field. The students were extremely at peace for the conduct of the event as they received huge support from the coordinators and other members too.

The team from our campus, "MOTO Amrita", celebrated a well-deserved victory, with countless dedication and hard work into designing and building their own vehicles. 'FMAE MOTO STUDENTS INDIA' is a national level event inspired by Moto GP, involving students from design and engineering for the construction of their own prototype motorcycles. The team from our campus received second place for the EV category and design in motorcycles. They also received first place in the brake test, acceleration test, and autocross of the automobile design. Students and coordinators came together from all across the engineering departments for the grand success of the event. Although it was a program conducted for the academic purpose of the odd semester, the students were extremely at peace with the conduct of the event as they received huge support from the coordinators and other members too. In short, it was the 3rd version of Inferno that occurred this year with great pomp and show. The cool environment for a couple of days and getting to know about the SAE India organization was beneficial for the students and everyone who became a part of the event.

CAMPUS BEATS TEAM

An initiative by the Department of Mass Communication

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