

AMRITA DARPAN

Student Activities at Amrita Coimbatore Campus



»» HIGHLIGHTS

- Anokha
- Million Lights Campaign
- Ugadi
- 74th Republic Day
- Thiruvizha
- 999 Challenge
- C20 Summit
- South Zone Youth Festival
- Mahashivarathri

*One who goes after the taste
of the tongue does not get to
know the taste of the heart.*

~ MATA AMRITANANDAMAYI DEVI ~



Office of Students Welfare

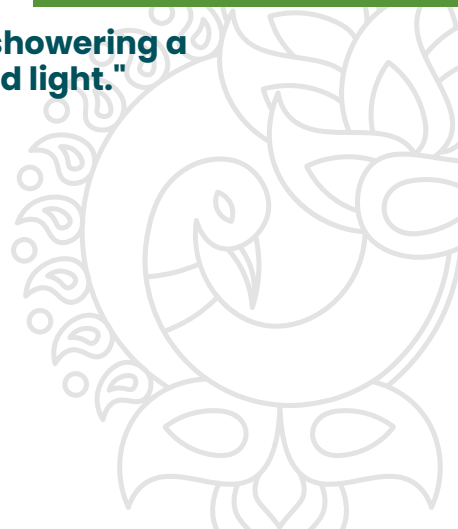
Office of Students Welfare

AMRITA VISHWA VIDYAPEETHAM, COIMBATORE



Academic Block I - Near Saraswathy Statue

"Yellow is the color of sunshine and happiness, and showering a yellow flower is like giving it a little dose of joy and light."



CONTENTS



01. Amma in G20

Mata Amritanandamayi Devi, also known as Amma has now been appointed at the Chair of Civil Society of the G20 Summit.



02. 74th Republic Day

The 74th Republic Day was celebrated in India on January 26th, 2023, and Amrita paid full respect to the monumetal day with its own celebrations.



03. Ugadi

Ugadi is a spring festival celebrated in the Deccan region of India to mark the beginning of a new year and the harvest season and Amrita too joined in the celebration of the beginning of something beautiful.



04. Anokha

Anokha, the national techfest of Amrita Vishwa Vidyapeetham Coimbatore was conducted on April 2023.



05. Holi

Holi is a colorful Hindu festival celebrated to mark the arrival of spring and the triumph of good over evil. Not being shy of festivities, Amrita indulged in Holi's colours.



06. Panchaprana

Panchaprana refers to the five vital energies in the human body. Professors at Amrita sought to bring it back to the minds of the first years, showing credence to the force of nature.



07. Thiruvizha

Thiruvizha celebration immerses participants in a rich tapestry of cultural and traditional experiences, showcasing the vibrant heritage of the region. In order to fully indulge in that vibrancy, Amrita took it upon themselves to celebrate Thiruvizha.



08. Koodiyattam

Koodiyattam is a vibrant & ancient form of Sanskrit theater originating from Kerala, India. Its unique and beautiful artforms were divulged to students by SPICMACY.

Amma Appointed as Chairperson of Civil Society of G20 Summit Cultural Programmes

Upon accepting her role as Chair of India's C20 engagement group, Amma expressed she was grateful to the Indian government for arranging such a high-level representation of the voices of the common people.



The Civil 20 (C20) is the Group of 20 (G20)'s platform for civil society organisations (CSOs) to bring forth non-government and non-business voices to the G20 leaders. The G20 consists of 19 countries plus the European Union, and India has been a member since its inception in 1999. Overall, the G20 accounts for about 80 per cent of gross world product (GWP), 59-77 per cent of international trade, two-thirds of the world's population, and roughly half of its land area. Under the auspices of the G20, C20 engages more than 800 civil societies, representatives, and networks of various countries, including organisations from countries that are not G20 members, to ensure that people from all strata of society are heard at the Summit. Representation of CSOs among G20 member nations began in 2010 and was launched as an official G20 engagement group in 2013.

The G20 is the premier inter-governmental forum for the world's developed and emerging economies to address financial stability on a global basis. India will assume the Presidency of the G20 for one year from December 1, 2022 to November 30, 2023. The pinnacle of events is September 9-10, 2023 when the G20 Leaders' Summit will take place in New Delhi at the level of Heads of State and Government. But in advance, India will host more than 200 meetings across the country, an endeavour that involves intense work by ministerial meetings, working groups, and engagement groups. Spiritual leader Mata Amritanandamayi Devi (Amma) has been appointed the Chair of the country's Civil 20 (C20). Upon accepting her role, Amma expressed that she was grateful to the Indian government for arranging such a high-level representation for the voices of the common people. "Hunger, conflict, extinction of species, and environmental destruction are the most important issues facing the world today. We should put in a sincere effort to develop solutions," Amma said in the initial C20 online meeting. "If scientists of all fields—computer science, mathematics, physics, engineers, etc—would all work together, then we would be able to create more innovative methods of predicting environmental catastrophes, and thereby we would be able to save so many lives", she said. "Often, we see a lack of multi-disciplinary and integrated effort. This is the need of the hour," Amma explained that poverty in rural areas is a key issue to address in terms of moving ahead as a society overall, especially since it is the rural people who produce most of our food.



C20: Summit on Technology, Security & Transparency with Focus on a More Equitable and Inclusive Digital World

**Fostering International Partnership and Ingenuity:
C20 at Amrita Coimbatore Campus**



The Civil 20 (C20) Summit on “Technology and Security for One World”, hosted at Amrita Vishwa Vidyapeetham, emphasized the positive potential of technology to harness and share the talents of all people, bringing transformative changes to India. The event, led by the official Working Group on Technology, Security & Transparency, featured dignitaries such as Shri RN Ravi and Swami Amritaswarupananda Puri, addressing concerns about the misuse of technology, internet abuse, and the growing disconnect from spiritual values leading to rising violence.

Prominent figures, including the Hon’ble Governor of Tamil Nadu, Lt. General Dr. Rajesh Pant, and Bharati Ghosh, discussed India's unique opportunity as the G20 Presidency to offer policy recommendations rooted in its spiritual ethos of oneness and diversity. The evolution from a government-centric to a people-centric approach, leveraging technology initiatives like Jan Dhan Yojana and Digital India, showcased India's immense progress, including overcoming gender imbalances and fostering innovation through technology.

Swami Amritaswarupananda Puri highlighted the dual nature of science and technology, emphasizing their potential danger when handled without understanding, compassion, and discernment. The summit explored the role of tradition in human evolution and the challenges posed by technology, including the distracting nature of social media and the potential risks of generative AI. The importance of integrating spirituality and technology for a balanced human development approach was underscored.

The event, attended by global participants, aimed to formulate policies addressing technology access, enhanced security, and improved transparency for societal well-being. With a focus on key areas such as Technology for Empowerment, Artificial Intelligence and Data for Society, Transparency, Trust & Disinformation, and Security, Safety, and Resilience, the discussions sought innovative solutions to impact policy recommendations at the C20 Summit in July 2023.



Amritaswarupananda Puri

Vice Chairman

Mata Amritanandamayi Math



Shri R N Ravi

Governor of Tamil Nadu



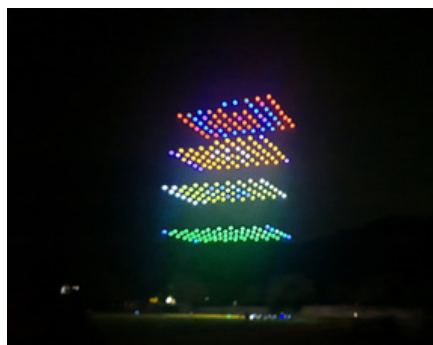
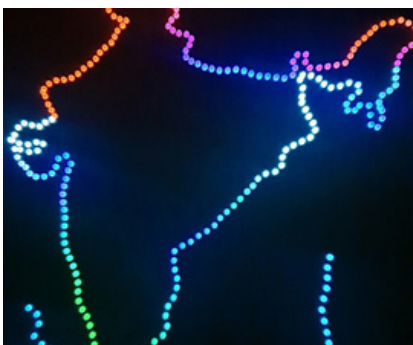
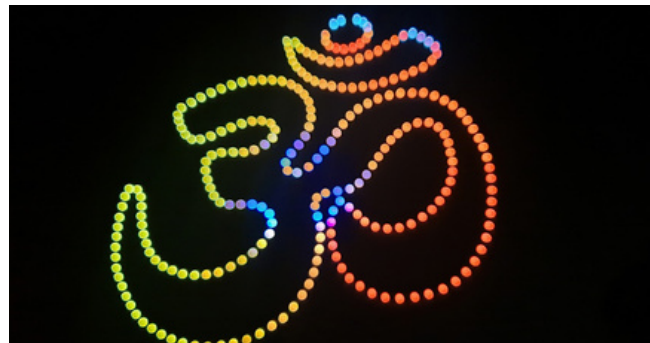
Dr. Krishnashree Achuthan

National co-ordinator of C20 summit

Drone Show

C20, TST Inauguration

13th MAY, 2023, 7.45 PM – 9.00 PM
Main Play Ground



As a part of inaugurating C20, a spectacular drone show was conducted at 7.45 PM – 9.00 PM at the Main Playground. This was done as means of opening the inauguration of the Technology, Security and Transparency Group. It was followed by cultural programs in the Pandhal.

The drones formed into amazing frescos of several important images including Amma, the lotus and India itself among others.

Like stars in the inky sky, the dornes lit it up in a beautiful display of engineering and unity.

ANOKHA-2023

AMRITA TECH FEST -27TH TO 29TH APRIL

ANOKHA TECHFEST

Anokha, the national engineering techfest of Amrita School of Engineering, Coimbatore, is a 3-day congregation of some of the brightest minds in India. Founded in 2010, Anokha has grown by leaps and bounds and has progressed to become one of the most popular and top techfests in India. Having successfully completed eight editions, ANOKHA has had an average annual participation of over 10,000 of the best undergraduate engineering students from top-ranking engineering institutions in India like IITs, BITS, NITs and IIITs participating as well as partner universities in USA and Europe like University of New Mexico, EVRY France and Uppsala University-Sweden.



Prizes, Workshops & Competitions

ANOKHA boasts a prize-money of Rs. 15 lakhs with 100+ plus highly competitive contests in all disciplines of engineering, sciences, robotics, gaming, business incubation, social media & entrepreneurship, cubing and short-film making. The techfest takes up themes of global importance and societal relevance like innovation, sustainable development, green trends, technopolis – smart city and national security. It witnesses 30+ workshops in various cutting-edge areas of various engineering disciplines, robotics, business, sciences & humanities, start-up pitchfest and finance including its own edition of TEDx-like distinguished talk series called “Lumiere”. The workshops have been offered by leading companies such as Amazon, Microsoft, Mathworks, Cisco, Intel, National Instruments and Robert Bosch. Other highlights of the techfest include fascinating exhibitions & Autoshow, Meet the CEO programme, school outreach and product design, development & demonstration.







Drone Show

Anokha Tech Fest

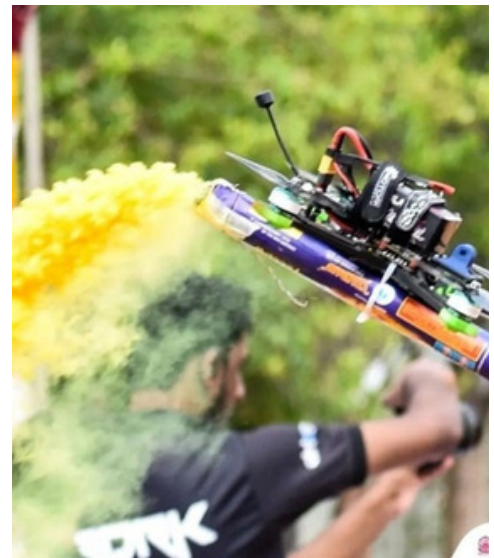
27TH APRIL, 2023 , 9.30 AM – 5.00 PM
Main Play Ground



As a part of Anokha's glitz and glamour, a drone show was carried out as an inaugural programme at the main playground at 9.30 AM.

The drones were constructed and piloted by students in its entirety. They took their creations to the sky in a daring and dashing display of thrill.

The daredevils performed stunts and high-speed moves in an effort to kick off Anokha with the adrenaline pumping the right way.



HIGHLIGHTS

Eventide Pro Show with Andrea Jeremiah

April 29, 2023, Main Ground

Anokha Techfest presented an evening of musical enchantment at the Eventide Pro Show, featuring the renowned Andrea Jeremiah. The captivating event offered an unforgettable musical experience with Andrea's mesmerizing vocals and soulful melodies that left audiences spellbound.



Ignition 2.0:

A Recap of the Thrilling Auto Expo

April 27, 2023, 11:00 am – 5:00 pm, Main Ground

The exciting auto expo had transformed into a captivating celebration of all things automotive, featuring a wide array of vintage, modified, and classic cars. These remarkable vehicles stood proudly, showcasing their timeless designs, innovative modifications, and powerful engines.

One of the highlights of the event was witnessing these stunning cars in action. The campus streets had transformed into a racetrack of excitement, as the engines roared to life and the vehicles sped down the roads. Anokha techfest had once again proven its ability to host an event that leaves a lasting impact.

"9-9-9" Challenge

A Global initiative of Integrated Holistic Health Working Group, C20

16th-26th MAY, 2023 - 6:00PM
Main Play Ground



"Yoga is a holistic practice that harmonizes the body, mind, and spirit through a combination of physical postures, breathing techniques, and meditation."

The 9-9-9 Challenge is constituted of the following:

1. 9 Rounds of the Surya Namaskar
2. 9 Minutes of Prayer & Meditation for World Peace
3. And 9 Day's Commitment to Doing this Daily

Surya Namaskar steps are basically powerful yoga poses that provide an excellent, wholesome cardiovascular workout while also having a positive impact on the body and mind. In other terms, Surya Namaskar, which is also known as the "sun salutation," is a technique that has been used for centuries as a way to express gratitude towards the sun. The sun provides the energy that all forms of life need to survive, so by honouring it, we are simply acknowledging its great importance in our lives!

The Surya Namaskar is a series of 12 regenerating yoga poses that are said to help balance the three important segments (or doshas) of a person's body, namely Kapha, Pitta, and Vata. Among these segments, the "Kapha dosha" consists of earth and water; the "Pitta dosha" of water and fire; and, last but not least, the "Vata dosha" of air and space. In order to have our bodies and minds function in proper harmony, we need to have the correct balance of all the above-mentioned elements, according to Ayurveda (ancient Indian alternative medicine system). All in all, Surya Namaskar is a set of 12 powerful yoga poses that provide a complete body workout.

Amrita Vishwa Vidyapeetham, as part of its dogma of "Education for Life", introduced the 9-9-9 challenge. Around 4700 students and faculties would undergo nine rounds of the Surya Namaskar and nine minutes of prayer for world peace for nine days. The importance of taking care of one's body and mind as a means of giving the best that we can to the world for its betterment has always been a part of Amrita's dogma.

The challenge was inaugurated by Sampujiya Swami Ramakrishnananda Puri with the lighting of the lamp. Mr. Senthil Kumar served as the yoga instructor with enthusiasm for all nine days. He, along with all the student coordinators, slowly took all the participants through the twelve poses in the Surya Namaskar. Then, having given the participants all necessary knowledge, the Surya Namaskar was practised with vigour.

Once they had reached the end of their practices, Mr. Senthil Kumar quizzed the participants on the Surya Namaskar poses. Following this, all participants, coordinators and instructors banded together in a meditation and prayer to give power to the message of world peace.



Million Lights Campaign

C20 Human Logo Formation

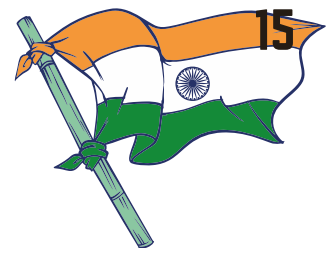
30TH MAY 2023 - 6:30 PM
MAIN GROUND

The “Million Lights Campaign” is a fantastic promotional event hosted by the Amrita University campus in Coimbatore that was held on 30th of May 2023, with the major goal of advancing gender equality. AYUDH organised this event in partnership with working groups operating within the C20 engagement group. The campus had the privilege of being blessed by the presence of illustrious luminaries who helped launch the event, graced it, and generously supported the cause.

The dignitaries were Dr. Gangadharamrita Chaitanya, Dr. Sasangan Ramanathan- Dean-Engineering, Dr. K. Sankaran- Registrar of Amrita University, Coimbatore, and Dr. Satish Menon- Retired Air Commodore and Campus Director. The programme started at 6:00pm by lighting the lamp and prayer followed by an introduction on Million lights and gender equality. The cultural events were organised by the Department of Social Work. The events included the art form of Tamil Nadu such as kolattam, oylattam and a mime on the theme “gender equality”.

The C20 Million Light event started at 6:45 pm and this configuration was the event’s high point. On the campus, educators, staff, and students gathered while holding their mobile devices aloft. Around 1900 students participated in this C20 human logo formation with great interest and enthusiasm. The C20 emblem was projected onto the sky from the ground, signifying unity and support for gender equality. After that, Mrs. Sandhya Menon led the audience in a commitment in favour of gender equality. Oath was taken by all the participants to treat everyone equally and always practice gender equality. The program was successfully completed with the efforts of C20 engagement groups, teachers and students





74th Republic Day Celebrations

26TH JANUARY 2023 -7:00 AM
MAIN GROUND



"THE TRUE REPUBLIC: MEN, THEIR RIGHTS,
AND NOTHING MORE; WOMEN, THEIR
RIGHTS, AND NOTHING LESS."



The 74th Year of Republic Day was celebrated in the campus on January 26, 2023.

As a part of this, Dr. K Sankaran, Registrar, Amrita Vishwa Vidyapeetham, Coimbatore hoisted the National Flag.

The 74th Republic Day commenced with a 2km Patriotic Run at Coimbatore Campus on January 26, 2023, at 7:00 am, with the participation of 186 individuals. Students, faculty, and staff members gathered in front of the Main Building at 8:40 am. Following the conclusion of the college prayer, the flag was hoisted by Dr. K. Sankaran, Registrar of Amrita Vishwa Vidyapeetham, immediately followed by the singing of the National Anthem by everyone present.

Subsequently, the registrar delivered his speech on the occasion of the 74th Republic Day. During his address, he highlighted the efforts made by the Prime Ministers throughout history to foster the nation's progress in various domains such as technology, national security, poverty alleviation, agricultural development, and the enhancement of the socio-economic status of the population.

Following the speech, medals were presented to the winners of the 2K Patriotic Run during the ceremony. E-certificates were issued to all participants and prize winners. At the conclusion of the event, sweets were distributed. All the arrangements were coordinated by the Physical Education Department.



National Anthem



REPUBLIC DAY 2023

PATRIOTIC RUN - PRIZE DISTRIBUTION



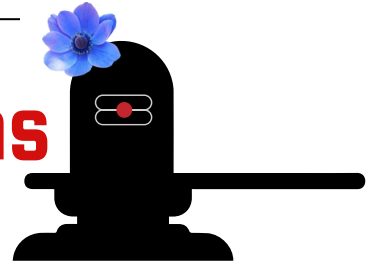
REPUBLIC DAY 2023 - PATRIOTIC RUN & WINNERS



Maha Shivarathri Celebrations

Cultural Programmes

18TH FEBRUARY 2023 - 6:30 PM TO 12:30 AM
MAIN GROUND



EVENTS

Satsang - Pujya Swami Ramakrishnananda Puri
Mahamrityunjaya Homa
Abhishekam
Bhajan and Aarati
Mahaprasada
Cultural Programs

Satsang – Pujya Swami Ramakrishnananda Puri

*"Shivaratri is a time
to remember the
eternal nature of our
true Self, which is
beyond birth and
death, and to seek the
grace of Lord Shiva
to attain liberation."*

~ MATA AMRITANANDAMAYI DEVI ~

Shiva is the Supreme Consciousness that illuminates the three states of waking, dreaming and deep sleep. Shivaratri, dedicated to Lord Shiva, is celebrated on the moonless night of the month of Phalguna, which is the fourteenth day in the Krishna paksha or dark half. Owing to special planetary conjunction, spiritual practices on this day are considered especially auspicious and beneficial. It says that a devotee who sincerely worships Lord Shiva on the auspicious day of Shivaratri is absolved of sins and attains moksha.

The celebration of the Mahashivaratri 2023 event was held on the campus on 18th February, 2023 (Saturday)

The following activities were conducted: Pooja, Abhishekam, Homa, Chanting of Rudra and Shiva Ashtottara, Satsang by Pujya Swamiji followed by Bhajans, Arathi, Rudraksham distribution, Prasada distribution and students' cultural events

Maha Shivarathri Celebrations

Cultural Programmes

18TH FEBRUARY 2023 - 6:30 PM TO 12:30 AM



Mahamrityunjaya Homa



Amrita Darshanam: International centre for spiritual studies - Abhishekam, Rudra (Namaka and chamaka) and Shiva Ashtottara Chanting



Musical flute performance by Dr. Pushparaj



Amrita Kutumbam Bhajans -
Bhajans led by
Pujya Swami Ramakrishnananda Puri

Maha Shivarathri Celebrations

Club Programmes

18TH FEBRUARY 2023 - 6:30 PM TO 12:30 AM

NATYASUDHA



Dance - Shiva thandavam



RAAGASUDHA



Song- Sree Ganeshya Dheemahi



SRISHTI CLUB



Speech - Various Shades of Shiva
Pooja Pillai - CB.MC.P2CMN21005



NAADAM



Vocal performance by
Dr.Murali Rangarajan





Ugadi Celebrations

Cultural Programmes

21ST-22ND MARCH 2023

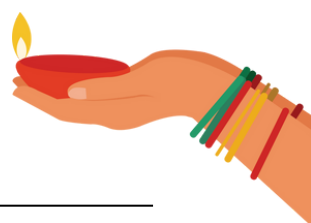


The vibrant Telugu community on our campus organized cultural events on 21st and 22nd March 2023 as part of Ugadi celebrations in Amrita Vishwa Vidyapeetham, Ettimadai campus, on behalf of the Office of Students Welfare, & Department of Cultural Education. On the first day, our joyous Ugadi celebrations commenced with a sacred Ganapathy homam at the serene ashram. The air was filled with anticipation and a sense of spiritual devotion as devotees and residents gathered to partake in this auspicious event.

The ashram's beautifully adorned premises resonated with the soothing chants and melodious hymns, creating an atmosphere of tranquillity and divine connection. Afterwards, everyone was warmly welcomed to "Ugadi Bhojanam," a traditional Andhra Cuisine that was served in the New Auditorium (Pandal) from 12:00 pm to 2:30pm. The event was celebrated with the hope that this New year 'Shobhakrut Nama Samvatsaram' bring everybody pleasure and prosperity.



GanapathyHomam





Ugadi Celebrations

Cultural Programmes

21ST-22ND MARCH 2023

21st March 2023



Ugadi Bhojanam for all the staff, faculty and final year students



First Day

On March 21st, 2023, during the vibrant Ugadi celebrations, the "UGADI BHOJANAM" feast brought together approximately 4,000 individuals, including final year students of BTech, MTech, and Integrated programs, teaching and non-teaching faculty members, and a few volunteers from the third year of B Tech. Taking place at the New Auditorium (Pandal) at 12 pm, the Ultimate Andhra Cuisine Feast offered a delightful culinary experience. The festivities reached new heights as an exhilarating flashmob captivated the crowd, creating an electrifying atmosphere filled with excitement and anticipation. Adding a cinematic twist to the joyous occasion, a special screening of the highly anticipated movie, RRR, provided an extra layer of entertainment and festivity. As the audience collectively immersed themselves in the film, they experienced a rollercoaster of emotions, ranging from laughter to awe and from excitement to inspiration.





Ugadi Celebrations

Cultural Programmes

22nd March 2023



Start with Amma's blessings



Dance performances added magic to the evening, rocking the entire hall



Raaga Sudha (Musical performance)



Cultural Events Performed by Students



Second Day

On March 22, 2023, the festive spirit of Ugadi soared to new heights as a vibrant cultural parade took center stage as part of the celebrations. The streets came alive with colors, music, and jubilant participants representing diverse cultures and traditions. The parade, featuring Andhra traditional dresses, singing, dancing, Gopuja, and the presence of Lord Ganesha and Krishna Idols, culminated at the Anoka hub. As the procession weaved its way through the streets, the air resonated with the infectious energy of the performers and the applause of the delighted audience. The parade served as a reminder of the values of inclusivity, harmony, and mutual respect, celebrating the essence of Ugadi as a time of togetherness and shared joy. During the first and second day of the event the audience and faculty members were treated to the delight of experiencing the traditional Telugu culture. The newly furnished auditorium showcased a commitment to sustainability, as it was adorned with natural and recyclable materials. The show commenced at 3:30 pm and concluded at 7 pm, providing a captivating experience for the entire duration. The carefully curated performances transported the audience to a world of beauty and tradition, leaving them thoroughly entertained and enriched by the experience. Prior to the Ugadi event, a series of events including sports and cultural programs were organized to create a vibrant atmosphere, fostering a sense of excitement and camaraderie among the participants. The evening also included the distribution of prizes to winners and a special recognition of the professors for their contribution to the success of the Ugadi event.



Holi Celebrations

Cultural Programmes

8TH MARCH 2023



—QUOTES OF AMMA

“ ‘Holi’ signifies boundless happiness. As we enjoy such sacred festivities, we should remember that, in reality, they are meant to remind us of the inner bliss and oneness that are our inherent nature and are the very essence of life. ”

– Amma



Holi Celebrations

Cultural Programmes

8TH MARCH 2023

MAIN GROUND



Holi is known as the festival of colours. It is a day of forgiveness, friendliness, oneness and equality. It is also a celebration of the triumph of good over evil. Holi is split into two events: Holika Dahan and Dhulivandan (Rangwali Holi). Holika Dahan takes place the night before Dhulivandan. Wood and dung cakes are burned in a symbolic lure to signify good defeating evil. Dhulivandan happens the morning after Holika Dahan, it is a noisy affair where people throw handfuls of coloured powder (Gulal) at one another playfully, while getting drenched in water.

"Colors of Unity: Students Celebrate Holi with Joy and Vibrance"

Holi brings together students, faculty, and staff, creating an atmosphere of unity, joy, and cultural enrichment.

It is a festival of colours and, in order to celebrate, people typically use water and colourful powders. Yet, a significant worry in recent years has been the excessive usage of water during Holi celebrations and for the same we planned to have waterless Holi this year.

We employed only environmentally friendly colours i.e. good quality colours (Gulal) that were both skin and environment-friendly.

We aimed to begin an effort to raise awareness regarding water conservation and Holi celebrations' negative environmental effects. This programme highlighted our college's dedication to social responsibility and sustainable living while portraying our culture.



International Women's Day Celebrations

Leveraging Technology for Gender Equality

8TH MARCH, 2023, 12:00 PM TO 1:15 PM

SRI KRISHNA HALL, ASB

International Women's day celebration was organized by Amrita School of Business, Coimbatore Campus, on 8th March 2023 at Sri Krishna Hall, ASB Coimbatore campus. The grand occasion began with a prayer song and a lamp-lighting ceremony. It was an honour that campus Director Air commodore Mr. Sathish Menon joined the celebration. The topic of discussion for the occasion was "Leveraging Technology for Gender Equity." Dr. Nava Subramaniam, Dean of Amrita School of Business, welcomed the gathering. Her comparative and statistical mentions about the rate of technology access by women across the globe were informative. The gathering then witnessed an enlightening talk from our Keynote speaker, Ms. Latha Chembrakalam, who highlighted how technology could bridge the gap between girls and women. Ms. Chembrakalam spoke about leveraging technology to handle issues related to social injustice against women. Further, she suggested that technology should be leveraged to counterbalance gender inequality through the creation of mandates with respect to creating policy frameworks that make women's and girls' access to technology easier. She also said that much more must be done to bridge the gap between men and women in technology usage and access to technology. She gave us the secret to her success: "consistency and hard work; and the willingness to take risks."

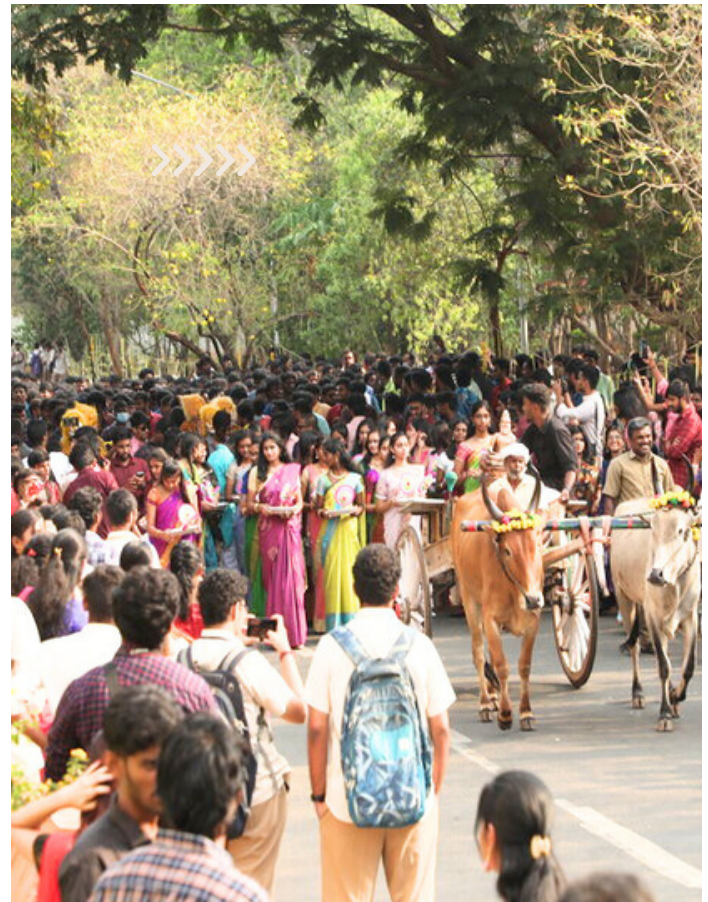
This session was followed by an interactive panel discussion with Dr. Nava Subramaniam, Dean, Amrita School of Business; Ms. Shubha Viju Menon – Administrative Officer – Academics, Students Administration, and International Programs; Dr. Lalithamani – Vice – Chair, School of Computing, Coimbatore and Dr. Hemamala – Member of Executive Committee, Amrita School of Business. Their respective journeys and struggles faced as women in professional and family life were shared, which was heart-warming and uplifting. The panel expert's suggestion to develop learning, the unlearning tendency for survival, the ability to multi-task, and the courage to stand out of the crowd – with the 'right' gear was inspiring and valuable. Some final key takeaways included: "to be respectful of people; create a network of people around you; to not keep quiet in a crowd because one is a 'female/girl'; to support other women/girls." Dr. Bhawana Jain, Assistant Professor in the Finance Area, ASB, thanked the gathering. Later, the audience was treated with lunch at the guest house, Amrita Vishwa Vidyapeetham, Coimbatore Campus.



Thiruvizha'23

5th-6th April 2023

The Tamil New Year 2023 celebrations were organized by the third years from various branches of sciences and engineering with the mentorship of the 4th years under the name THIRUVIZHA' 23. The practices and preparations started almost three weeks prior to the event. Thiruvizha' 23 was planned and conducted on the 5th and 6th of April 2023. The Day 0 (3rd April) was the promotion day which included a grand flashmob of around 50 dancers and a treasure hunt as the PR Event. Around 130 students were gathered to participate for the treasure hunt. The flashmob was a grand success due to the huge crowd of audience.



The Day 1 (5th April) was filled with events like kolam competition, grand cultural procession, cultural events, fun events, Raaga performance and a grand DJ jamming. The kolam competition was open for all batches and a huge crowd gathered to participate in teams of five and a total of three winners were announced by the judges. The procession started by around 4:00 PM. It included a variety of cultural displays like a bullock cart, a Kangeyam bull, Maavilakku, Oyilattam, Puliattam and a mob of students following the drums that were played. It started from the AB1 Car Parking and ended in the pandhal and was welcomed by silabattam, followed by therukoothu, the true traditional art form of theatrics. Then the cultural events happened inside the Pandhal.

Thiruvizha'23

5th and 6th April

Day 2



The Day 2 (6th April) was the final day of celebration. It included native games like kabaddi, uriyadi, tug of war, followed by the grand and lavish 'Chithirai Amudhu' – the feast offered for the Thiruvizha' 23 celebrations to the campus residents. Around 5500 people were served lunch. The menu included exotic and special Tamil food items which included Thaen mittai, mango pachchadi, poosani halwa, suzhiyan, vaazha poo vadai and many other delicacies. The main highlight of the menu was ilaneer payasam which was enjoyed, demanded and appreciated by the crowd.

The hall events started around 4:30 PM which included debate, prize distribution, band performance and cultural dances. The event was a grand success and a huge hit. It is one among the most talked about and appreciated cultural celebrations in our campus by both the students and the management.



Thiruvizha'23

Winners

MOVIE QUIZ

ORGANIZED BY KALEIDOSCOPE, SRISHTI:

1ST PRICE -

ANIRUDHRA C S - (CB.EN.U4ECE19204)

2ND PRICE -

HARIVIYAAS - (CB.EN.U4CCE20023)

SUDHAN SARAVANAN - (CB.EN.U4CCE200061)

3RD PRICE -

SIDDARTH SARAVANAN - (CB.EN.U4ECE22252)

ASHWATH SIVAKUMAR - (CB.EN.U4MEE22037)



TREASURE HUNT:

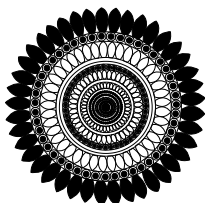
1ST PRICE - ANANTA - (CB.EN.U4EEE22106)

2ND PRICE - ARIVANANTHAN - (CB.EN.U4AIE22007)

3RD PRICE - PRADEEP KUMAR - (CB.EN.U4ECE22137)



KOLAM COMPETITION:



1ST PRIZE

JUHIESHREE P - (CB.SC.15DAS20015)

MALINI D - (CB.SC.15DAS20118)

DAKSHANA E - (CB.SC.15DAS20008)

AKSHARA S - (CB.SC.15DAS20139)

MUBASHIRA A U - (CB.SC.15DAS20120)

2ND PRIZE

SUBIKSHA K - (CB.SC.15DAS21161)

PAVITHRA - (CB.SC.15DAS21147)

VIJAYA SRI - (CB.SC.15DAS21168)

AMERRTA VARSI - (CB.SC.15DAS21110)

CHAPPIDI HARSHITHA - (CB.SC.15DAS21119)

3RD PRIZE

BHAVADHARANI - (CB.SC.15DAS21019)

TEEJA S - (CB.SC.15DAS21170)

SUGUNA H - (CB.SC.15DAS21162)

MANI BHARATHI M S - (CB.SC.15DAS21137)

RHEA RANJIT VARMA - (CB.SC.15DAS21150)

VAISHALI G - (CB.EN.U4EEE21056)

NIVETHA K - (CB.EN.U4EEE21035)

MADANIKA M - (CB.EN.U4EEE21026)

MANUPRABHA RAVIKUMAR - (CB.EN.U4EEE21028)

SUDARSHINI B - (CB.EN.U4EEE21006)

KABBDI:



1ST PRIZE

SIVA BHARATHI R - (CB.EN.U4MEE21149)

HARISH R - (CB.EN.U4EEE21121)

KOWRANTH V P - (CB.EN.U4EEE21024)

ANTONY ASWIN F - (CB.EN.P2ASB22032)

LIKHITH REDDY M - (CB.EN.U4CSE22334)

KISHORE K - (CB.EN.U4MEE20116)

GOURAV - (CB.SC.P2ASD21014)

GURU PRASATH D - (CB.MC.U3MAC20015)

2ND PRIZE

RAGHUL PRASADH A - (CB.PS.15DAS22038)

HARI KARTHI - (CB.EN.U4CCE21024)

RENGANATHAN R - (CB.EN.U4CCE21052)

JAYANTH SURYA S - (CB.SC.15DAS21078)

SAI KARTHIK E - (CB.EN.U4CSE22013)

AVINASH R R - (CB.EN.U4ECE22209)

GUGAN K S - (CB.EN.U4MEE21014)

NANDHAGURU S - (CB.EN.U4ECE22047)

NADAR ABHISHEK THOMAS - (CB.BU.P2ASB22104)

Club Programmes



All the seven teams of Natya had conducted an induction program for their juniors showcasing their unique styles and themes. Team Tarang had served a very soulful performance portraying the strenuous lives of farmers in our country and their contribution to the society which goes unnoticed. The girls of Natya had also performed as a part of Pragati celebration 2023.



On 21st January 2023, seven teams of Natyasudha performed at the Global Amrita Alumni meet 2023. Jamming session was coordinated and organized by the Natyasudha in the parking lot on 23rd March, 2023. Performances included solo, duo and trio combinations.



Nadam club performed a concert near at the Nataraja statue at Ashram's request in front of AB-2, on Friday (07 April 2023) at 6:00 PM. On 22nd May, Nadam Club conducted their induction program. Members performed music as well as conducted a Carnatic quiz. Former President Mr. Kaushik Shankar addressed the audience while Mr. Naresh Madhur and Mr. Vishnusai Viswajith gave out short video messages.



Arya Festino (National Youth Day) – Cultural display of talents in students to enhance their personality while simultaneously teaching them about the importance of Indian culture.

From Concept to Company: How Small Ideas Transform Businesses



The session took place on March 15th, 2023, at Sudhamani Hall, starting at 5:30 PM. Distinguished speakers took the stage, offering their expertise and experiences to enlighten the audience on the path from ideation to entrepreneurship. Mehul Sharma kicked off the session by emphasizing the essential steps for success: conducting thorough market research, defining target markets, establishing pricing strategies, selecting sales channels, implementing marketing tactics, and optimizing distribution methods. Harshvarhan's talk guided attendees through the step-by-step process of transforming an idea into a global business venture. Sanjey's presentation delved into the heart of business success—profitability. Attendees learned to evaluate key metrics like break-even points, customer lifetime value, and customer acquisition cost. Arman Mahapatra closed the event by shedding light on the concept of micro-niche businesses. Through personal anecdotes and insights, he discussed the potential pitfalls of certain ventures, cautioning against one-size-fits-all approaches.

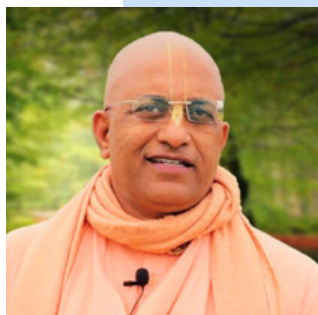
NSS Special Camp



On day 1 (March 13th, 2023), Dr. Venkatraman, Associate Professor at CSE Department, inaugurated the NSS Special Camp. On day 2, the volunteers actively participated in various activities throughout the day, like auspicious prayers, exploring Thirukkural verses and whitewashing the school motor room. For the third day, the group embarked on a mission to clean and tidy up their surroundings. The fourth day saw a theatre workshop taking place as well as the students whitewashing the compound walls. The fifth day centered around raising awareness about critical topics such as the abolition of child marriage, the drawbacks of school dropouts, water conservation, and the significance of aiding animals and birds during the scorching summer months as well as cleaning the Ettimadai Pond. On the final day, students and children created awareness for water and waste management by organising a rally with Ettimadai Panchayat officials, after which they cleaned the pond. The camp had brought valuable skills and knowledge considering real-world issues and practicality as well as raised a humane and empathetic worldview owing to their subordination with the children of Government Tribal Residential School.

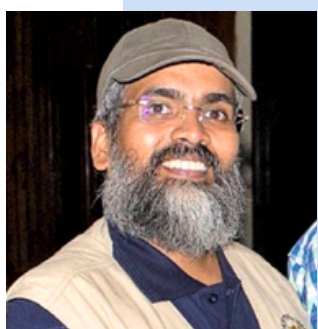
GUEST LECTURES

6TH DECEMBER, 2022



Invited Talk Speaker : H H. Bhakti Vinoda Swami ,
Youth Leadership Coach, International Motivational speaker
Arya Club organized Gita Jyanti in collaboration with Amrita Darshanam Centre. The event focused on the well-being of students and included a series of events such as: Planting saplings, nature walks to promote awareness about climate change and promotion of Gita values and Guest lecture.

5TH JANUARY, 2023



Speaker : Mr. Saleem, Environment Conservation Group, Coimbatore
On the occasion of National Birds Day 2023, the students were invited to the Bird photography exhibition and screening of documentary on History of Indian Ornithology in the ENVIS office, AB2 room number E108. The photographs in the exhibit were the masterpieces of Mr. Saleem, Founder of Environment Conservation Group, Coimbatore. He is an ace photographer and an avid bird lover. The attendees witnessed the magic of nature and added value to the group's commitment of conserving biodiversity.

1ST DECEMBER, 2022



EIACP organised a sensitization programme on nature conservation on December 1 in Amrtiteshwari Hall. Mr. P Muhammed Shabab emphasized on the need for community efforts in conserving nature, the income generated by rural communities through the ecosystem goods and services, the efforts taken at Amrita University for the conservation of nature and so on along with other eminent guests.

18TH APRIL, 2023



EIACP, Ministry of Environment and Forest RP Amrita Vishwa Vidyapeetham (AVV) and the Nature Club presented an award named Animal Rescue Warrior to honor and felicitate women who have been in the forefront of animal rescue. Prof. C. Parameswaran, Principal Director of Corporate Industrial Relations at Amrita was the chief guest. He emphasized the need for a safe society for animals to coexist with nature. This was followed by Award winning movie screening Elephant Whisperers.

GUEST LECTURES

Abundance Living

Invited Talk by Mrs. Sashi Chandran & Dr. Vedagiri Ganesan (psychology professionals)

13TH APRIL 2023

Inspired by the initiative of AICTE in creating awareness of the Suicide Prevention Strategy, the Counselling wing conducted a program termed "Abundance Living". They invited reputed psychology professionals Mrs. Sashi Chandran and Dr. Vedagiri Ganesan to deliver seminars on this noble endeavour. They championed a way of life characterized by a mindset of abundance rather than scarcity.



National Science Day Celebrations

Invited Talk by Dr. Ashok K, Scientist (ISRO)

3RD MARCH 2023

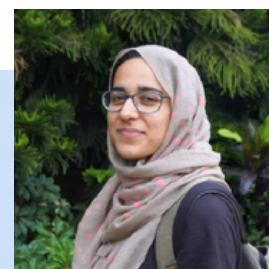
National Science day is celebrated every year on 28 of February to earmark the discovery of Raman effect by Prof C. V. Raman. This year, Amrita School of Physical Sciences observed this on 3rd March 2023 with events which included an invited talk by Dr Ashok K, Scientist from Vikarm Sarabhai Space Centre (ISRO), Trivandrum. He talked about "Development of Atomic Oxygen Sensor to study Upper Atmosphere"

Himalayan Gray Langur of Kashmir Valley

Invited Talk(Webinar) by Dr. Mehreen Khaleel

3RD MARCH 2023

EIACP at Amrita University and Nature Club jointly organised an online webinar on "Himalayan Gray Langur of Kashmir Valley" and a Nature Trail in Amrita campus. Dr.Mehreen Khaleel, Founder of Wildlife Research Conservation Foundation, was invited to talk on the Gray Langurs.



Wildlife Conservation

Invited Talk(Webinar) by Dr. Mehreen Khaleel

6TH MARCH 2023

Mr. Vrijulal, an eminent wildlife photographer and researcher shared his work related to wildlife conservation.



WOMEN'S PROTECTION WORKSHOP

25TH DECEMBER, 2022

In observance of the International Day for the Elimination of Violence against Women and Discrimination Against Women, the student welfare department organized a Pakhwada spanning from November 25th to December 2nd, 2022. A series of informative sessions were conducted in order to address the prevention, prohibition, and redressal of sexual harassment affecting female employees and students. The first speaker Ms. M. Dharani, AP/Department of Psychology at PSG CAS in Coimbatore, discussed typical adolescent behavior in both genders. Following her session, Tmt. Kamali Ananth, Inspector of Police, OCIU-SBCID, Coimbatore, elaborated on the impact of cybercrime on adolescent psychology. A rally was organized by the MSW department on 25 November. It was inaugurated by Tmt. Kamali Ananth and Ms. M. Dharani. Sri. G Kumaresan, a Child Protection Specialist from UNICEF Chennai Office, highlighted the challenges faced by children in India and the importance of education for their well-being. Coimbatore-based professional trainer Sri. S. N. Ravichandran discussed the security risks encountered by the younger generation in the digital age.



MASS-UADE WORKSHOP

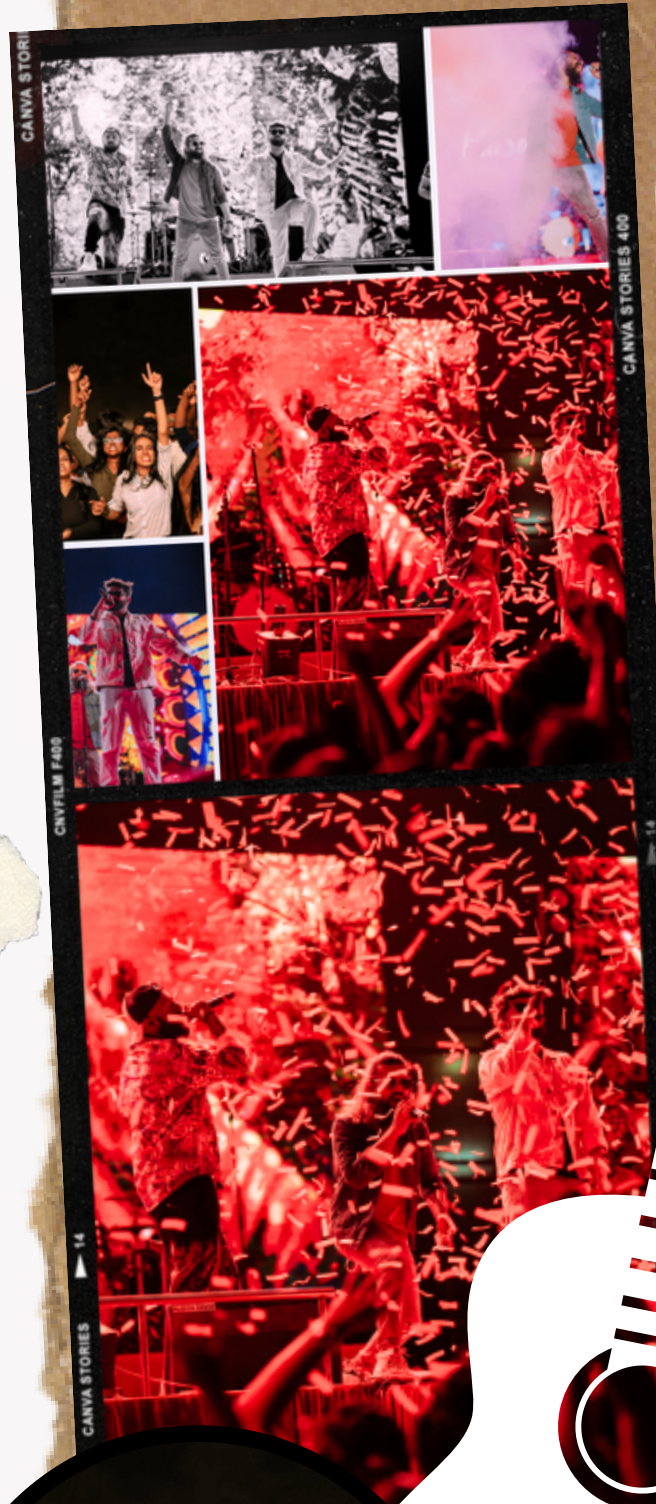
5TH DECEMBER, 2022

As part of IMC, the elective paper 21CMJ604 Public Relations and Event Management was offered to the MA students. To meet the academic coursework requirements, a one-day workshop titled 'MASS-UADE' was organized on 5th December 2022 at Amrita Vishwa Vidyapeetham. The event was planned and organized by the IMC specialized students with the support of management and under the guidance of Ms. Aswathi, the course mentor cum instructor. Mr. Vinod AK, Director cum producer from the Ad-film industry, and Mr. Susil Thomas, Director, actor, and producer, served as the advisors for the event.

SONIX : AN UNENDING SAGA OF MUSIC

7TH-8TH APRIL, 2023,
MAIN GROUND

Glistening eyes, mouths agape, and a look of amazement when the first confetti blaster went off. That was the audience's reaction to SoniX. The light and colours 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 see 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' worth of music, food and fun. It was most definitely a night they'd want to relive. The event, organised by the 2021 BA students from Mass Communication, was a part of their coursework for PR & Event Management. It started with a small idea and then evolved into loads of subsequent efforts with a wonderful CSR element. April 7th & 8th had created a buzz in the university. On the first day, 7 colleges across Southern India locked horns in the 'Battle of the Bands'. The 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 Agartha (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. April 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 were a treat to the ears. Their presence on the stage and 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.



Koodiyattam Performance

Club Programmes Team of KELI, Mumbai based organization

21ST MARCH, 2023,
AMRITESHWARI HALL

"Koodiyattam is a living heritage, a cultural treasure that reminds us of the rich artistic legacy we have inherited and the responsibility we have to preserve and pass it on to future generations."



INTERNATIONAL CENTRE
FOR SPIRITUAL STUDIES

Koodiyattam is the most ancient surviving Sanskrit theatre tradition in the world with a history of more than 1800 years. It was recognized by UNESCO in 2001 as a masterpiece of the oral and intangible heritage of humanity. Koodiyattam has an elaborate scheme of acting that aesthetically combines intense facial expressions, rhythmic body movements, well-defined gestures, and stylized dialogue delivery to portray the reactions of each character.

On the eve of Shobhakrit Ugadi, KELI in association with Amrita Vishwa Vidyapeetham presented a Koodiyattam performance by some of the eminent young artists in the field today. A brief introduction to the history, tradition, and artistic framework of Koodiyattam and a lecture demonstration was followed by the performance.

The text of the performance was from the play Abhisheka Nataka ("The Story of Coronation") written by the 1st-century playwright Bhasa. The performed sequence was from the ACT III (Thoranyudham) of this play.

The story of Abhishekanataka is based on Ramayana. The entry of Hanuman to Lanka, the damage caused by the valiant messenger to the royal garden Ashoka Vatika and the ensuing events are depicted in this sequence.



Pancha Prana

The five vital life forces

7th March 2023 – 4.00 PM to 4.30PM



**Mr.SENTHIL KUMAR B, Assistant Professor,
Department of Amrita Darshanam**

Mr. Senthil Kumar, Assistant Professor at the department of Amrita Darshanam, delved into the essence of prana, the vital life force in yogic wisdom. Collaborating with Dr. Ramkumar, Mrs. Rajalakshmi S.A, and Dr. Thilagavathi, he explored its multifaceted nature, from fueling life to being a divine orchestrator

Yogic wisdom categorized prana into five major and five sub-types, collectively residing in the pranamaya kosha, influencing lifestyle choices. Apana, linked to water, governs the base functions; Samana, tied to fire, powers digestion; Prana mirrors air, animating breath; Udana, aligning with space, governs senses; Vyana, reflecting earth's grounding, coordinates movements.

The interconnected nature of existence became evident as the discussion transitioned to the Pancha Bhoothas (five elements) and their essential role in sustaining life. Each element was associated with a pledge for environmental conservation. Water pledged to conserve, fire committed to eco-friendly practices, air reminded to counter pollution, space called for celestial preservation, and earth urged waste reduction.

Dr. Ramkumar highlighted the Government of India's "LiFE 21 Day Challenge" promoting sustainable living. He directed students on taking the pledge, emphasizing government-issued certificates as a recognition incentive, aligning personal choices with environmental responsibility. This collaborative effort aimed to deepen understanding and foster practical commitments to environmental well-being.



Pledge



**"The breath is the link between
the body and mind."**

Lifestyle environment Pledge link :
<https://pledge.mygov.in/life-movement>

Yuvam 2023

Yuva Shakti, Driving Force of India's Development Journey
PM Modi's Mega Outreach in Kerala



April 24th , 2023

Kochi, a vibrant city, had never experienced such exuberance before as it did on the 24th of April 2023. The dynamic and spirited young population, the life force of India, came together under the banner of Yuvam 2023 for a unique occasion – an opportunity to meet and listen to none other than our esteemed Prime Minister, Shri Narendra Modi. Students from Amrita Vishwa Vidyapeetham were afforded the lucky opportunity.

Yuvam 2023, a fresh endeavor, aimed to motivate and equip the youth of Kerala. It aimed to remind them of the forthcoming responsibility of leading the nation and to guide them on how to navigate this role effectively. The inaugural edition of Yuvam commenced with grandeur, featuring a stage adorned by distinguished personalities. These included renowned figures from the realms of acting, politics, and social change, such as Suresh Gopi, Unni Mukundan, Prakash Javedhkar, Tejasvi Surya, Vijay Yesudas, Aparna Balamurali, and K.S Harishankar, among others.

36th Inter University National Youth Festival

Association of Indian Universities, JAIN Utsav
23rd to 28th February, 2023

36th Inter-University National Youth Festival - JAIN Utsav 2023 under the aegis of Association of Indian Universities (AIU) was held at Jain University, Global Campus, Bengaluru, Karnataka from 23rd to 28th Feb 2023. Mr Abhiram P. G. (CB.EN.U4MEE19101) Final Year B Tech Mechanical Engineering student from Amrita Vishwa Vidyapeetham Coimbatore campus participated in theatre event of MIMICRY competition from the South Zone and won the First Prize and Gold Medal.



Dean – Engineering and Professor of Students Welfare
Presented Certificate to
Mr Abhiram P G – First Position in Mimicry

PADMA Tarang - 36th Inter University South Zone Youth Festival

The 36th Inter University South Zone Youth Festival was held at Sri Padmavati Mahila Visvavidyalam (SPMVV), Tirupati, Andhra Pradesh from 03rd to 07th Jan 2023. It was a venue to exhibit hidden cultural talent of the students, 18 Universities participated from Andhra Pradesh, Kerala, Tamil Nadu and Union Territory of Pondicherry.



2nd Place

Mimicry
Abhiram P G , CB.EN.U4MEE19101



4th Place

Light Vocal Solo (Indian)
Ms A Gayathry Krishnachandran,
CB.SC.P2ASD21013



4th Place

Skit

Vasanth S, CB.EN.U4ECE21262
A Pavithra, CB.EN.U4ECE19101
Anirudhra C S, CB.EN.U4ECE19204
Harikrishnan B, CB.EN.U4EEE21020
T Bharath Chandra Reddy,
CB.EN.U4ECE21058
Abhiram P G, CB.EN.U4MEE19101

GREEN HACKATHON Winners

GREEN HACKATHON

Registration number: WM018

We launched the Green Hackathon 22 on June 5, 2022. A total of 42 submissions were received. Panel under the chairmanship of Dr Prashanth had shortlisted 5 best entries for the final round



PROJECT : CHIRP SEARCH

NARENDRAN S - CB.EN.U4CCE20036
Pabbathi Greeshma - CB.EN.U4CCE20040
Aravind Ragav - CB.EN.U4CCE20008
Narun T - CB.EN.U4CCE20037



PROJECT : DIGITIZATION OF THE DATA BASE OF TREES IN CAMPUS

ROHITH P - CB.EN.U4CSE20055
Nandhakumar - CB.EN.U4CSE20242
Rishi Kunnath - CB.EN.U4CSE20250
Shriram Arvinth - CB.EN.U4CSE20259



PROJECT : SMART STREET LIGHTS

Devamittran M - CB.EN.U4ECE20115
Zahid Khan - CB.EN.U4ECE20169
Abinav - CB.EN.U4ECE20101
Keerthivasan - CB.EN.U4ECE20131



PROJECT : PRODUCTION OF BIO-FERTILIZER FROM KITCHEN WASTE

Bhavisetty Harish Sai Kiran -
CB.EN.U4CHE20008
Kalle Indradeep - CB.EN.U4CHE20020
VADUPU SAI DHARANI -
CB.EN.U4CHE20049



PROJECT : REJUVENAQUA – SMART WATER MANAGEMENT SYSTEM

Kishore V - CB.EN.U4CSE20630
Harish Sankaranarayanan -
CB.EN.U4CSE20222
Sai Ganesh J R - CB.EN.U4CSE20652
Abhinav M - CB.EN.U4CSE20201



Students Photography Corner

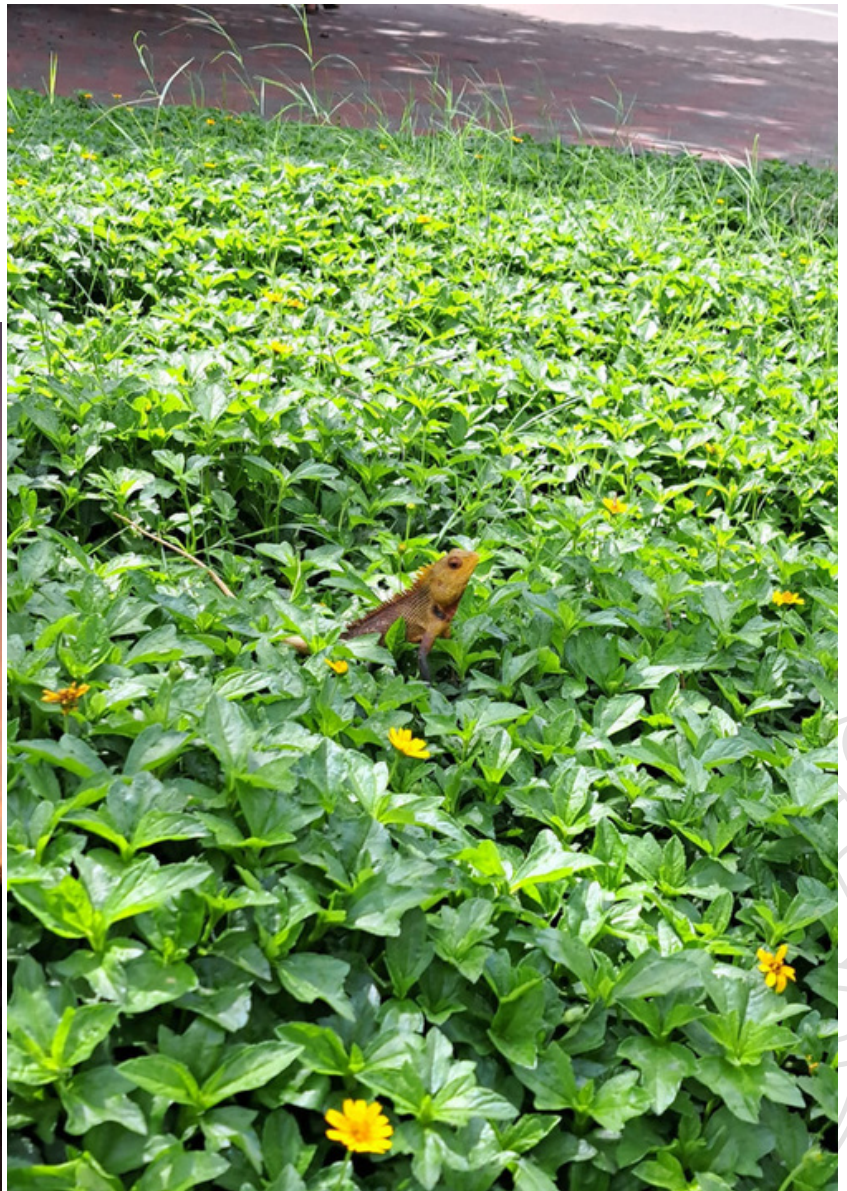
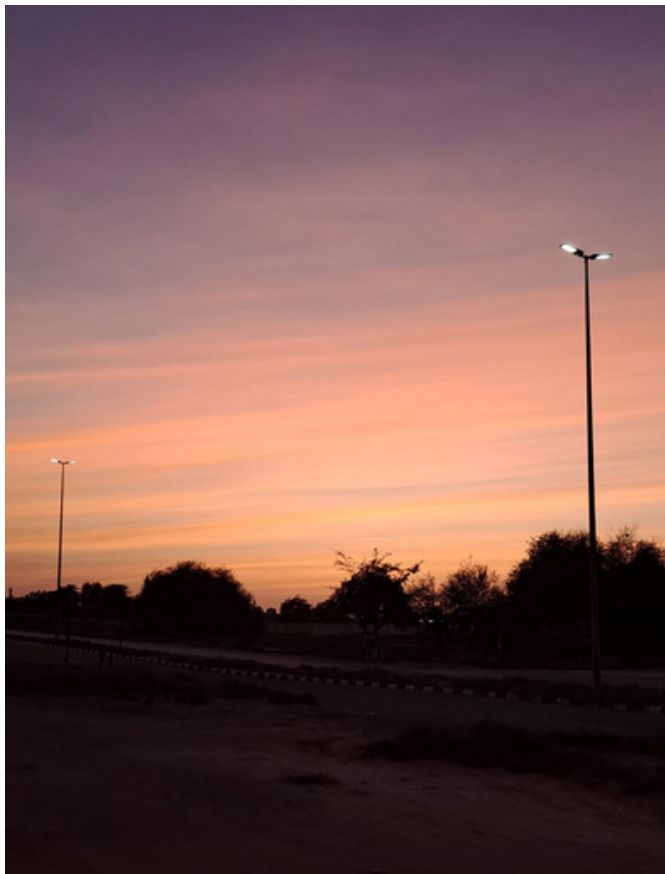
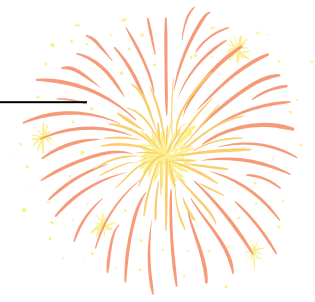


Photo Courtesy : Gowrisankar Anilkumar - CB.AH.U3ENG22006



Upcoming Events and Celebrations

At Amrita



Sevanavaram



Gokulashtami



Gurupoornima



Ganesh Chaturthi



Onam



Independance Day

AMRITA DARPAN

Education for livelihood alone will
never make our life full and
complete. ~Amma



Entries Invited

We invite our students to submit entries -
Articles, Artworks, Photography or Poems to
✉ psw@cb.amrita.edu

For More Details Contact
Office of Student's Welfare,
Amrita Vishwa Vidyapeetham,
Coimbatore-641112.



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