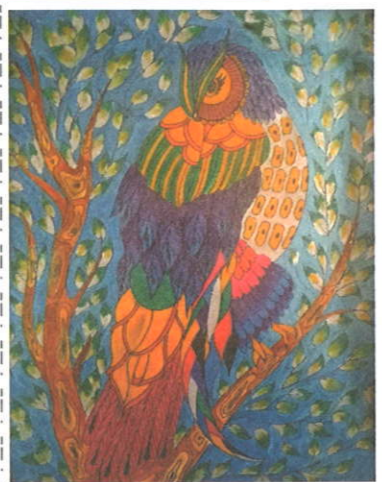




From the Chief Editor's Desk
 Release of Our college Newsletter "THE BRAMHAS VOICE" was a great success. The dream of our beloved Secretary became a reality on the 27th February, 2019. This wouldn't have been possible without the help of our enthusiastic students and staff. Special thanks to all the contributors. We are expecting our enthusiastic students and staff to keep up your work and help make this newsletter reach great heights.

All articles submitted must be the original work with a self-declaration of the staff/student, and not taken from any other source. The published articles and columns will have the Name, Photograph, Department and Roll Number of the staff/student. The articles written by the staff/student should reach the Newsletter mail Id before the end of the second week of every month. With regard to publishing of the articles, the editorial board has full rights to correct, change or reject the articles and their decision is final.

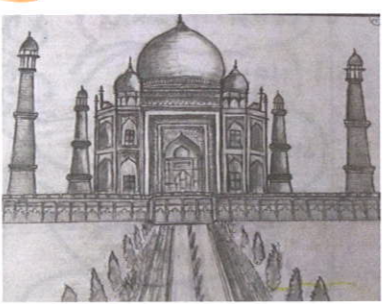
Particulars:
 Painting / Art Work – Best three painting and art works will be published with the name, photograph, department and roll number of the student.
 Photography – Best three photos clicked will be published with the name, photograph, department and roll number of the student.
 Staff Articles – Exclusive column dedicated for the staff to write on general topics.
 Student Article Section – Articles on general topics like awareness, environment, and self-motivation etc. will be published with the name, photograph, department and roll number of the student.
 Cartoon Strips – Own stories, depicted in the form of cartoon.
 Poems – Small poems written by students.
 Tech Updates – Latest gadget updates from the market.
 DIY Projects – A step by step explanation of artworks and crafts created
 Any other creative work is also accepted.
Mail Id: thebramhasvoice@amjaincollege.edu.in



P. Dhaanalakshmi
17F076
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16H071
BCA



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B.Sc Visual Communication



Gowtham Krishna Kumar. S
16BM039
B.Com.(BM)



Eshita G
2171269
B.Com (General)



Shyamala
17F174
B.Sc. Visual Communication

AMJC Bazaar top notches the month



"Be an employer not an employee" is the quote of our honorable founder Padma Sri MOHANMULLJI CHORDIA. He dreamt of students becoming entrepreneurs, his thoughts were sown in the management's mind and it grew out as the SEED CELL. Students are given opportunity to earn while they learn. The second edition of 'AMJC BAZAAR' was inaugurated by Sri.P.Ramaswamy, Vice President and Head, Fraud Risk Management in the presence of the Associate Secretary Shri Shanthimull Nahar, Principal Dr. N. Venkataraman, Dean, Dr. R. Rajendiran and Advisors, Dr. Ananthanarayanan and Dr. Sashilekha Sunil. The AMJC BAZAAR had 59 stalls and 221 participants. The Bazaar became a space for the students to share their experiences and understand marketing. By selling their products, the students

gained a comprehensive understanding of financial and educational opportunities. They learnt the art of branding, packaging and promoting their products. The 'AMJC BAZAAR' gave the students who participated, the sense commitment, talent, hard work along with the heightened understanding of market dynamics, and how to make business successful. The talents of the students displayed were exceptional. They sold a variety of knick knacks from handmade earrings, paintings, embroidery, jewellery, variety of food items and desserts. In his inaugural address, the Chief Guest said "The AMJC BAZAAR' is a hub of innovation, incubation and entrepreneurship". All in all, the event was a raging success and it taught the participants about how a business should be run. A day of merriment in the college.

Guess who is in the Senate

A Senate is important to decide on the policy matters regarding the colleges and the University. One of our experienced and efficient faculty members has been elected as a Senate Member of the prestigious University of Madras. He is none other than our beloved Associate Professor, Dr. M. Ananthanarayanan, Department of Mathematics (Shift I). The college heartily congratulates him on his achievement and wishes him good luck. He will be guiding all the colleges under the University of Madras. His service to the student population will lead to the betterment of the society as a whole. The college is proud to have him in the Senate.



Yuva Uthsavam Glorious

The on-stage events of YUVA UTHSAVAM 2018-19 was conducted on 13th and 14th of February 2019. Ten events spread across a span of two days was designed to bring out the talent of the students in different fields. The office bearers of Student Development Council took magnificent efforts in bringing out three new events. There was an overwhelming response from the students for all events. The teaching and non-teaching staff extended their fullest support in conducting the events. The prize winners were felicitated with certificates and medals on 22nd February at seminar hall, by the Principal Dr. N.Venkataraman and all Heads of the Department.

IQAC Seminar

The Internal Quality Assurance Cell (IQAC) of our college conducted a one day seminar on "Recent Trends in Quality Education and Management" on 28th February, 2019 at Gyan Bhavan. The thrust areas focused were 'Institutional Excellence through Innovative Practices', 'Extending Digital Technologies from Teaching-Learning to Documentation', 'Optimal Utilisation of Infrastructural and Intellectual Resources' and 'Participatory Endeavours towards Governance, Leadership and Management'. Four resource persons from different colleges were invited to address on the listed topics- Dr. V. Chandrasekaran, Associate Professor, Department of Philosophy, IQAC Coordinator, Ramakrishna Mission Vivekananda College, Mylapore; Dr. K.S. Badrinathan, Dean, Educational Development, Professor, Department of Mechanical Engineering, Chairman, NAAC Steering Committee, Sri Venkateswara College of Engineering, Sriperumbudur; Dr. Renet Samson, IQAC Coordinator, Department of English, Ethiraj College for Women, Chennai; and Dr. Lalitha Balakrishnan, Principal, M.O.P. Vaishnav College for Women, Member, Senate, University of Madras, Member, General Council, NAAC. All the resource persons shared their experiences towards the accreditation process. They gave their valuable ideas and suggestions on how to document every activity done within the college and the innovative practices that can be incorporated in the curricular and co-curricular activities. Their speeches were related to the teachers, IQAC, Administrative office and Management. The Associate Secretary, Principal, Director, Dean, faculty members from Shift I and Shift II, and the administrative staff participated in the seminar. As mentioned in the seminar brochure, a certificate was provided to the outside participants. All the participants felt that the seminar was valuable for their development.

Vivekananda College Lifts the Gold Cup for 2019

Our College has successfully conducted the Padma Shri Mohanmullji Chordia Gold Cup Cricket Tournament for Boys and Girls. The event began on 13th February 2019 and ended on 20th February 2019. This tournament was a major success in its eleventh edition. Around 20 major colleges participated, out of which 12 participated in boys tournament and 8 in girls tournament. The winner of the Men's Golden Cup tournament was Vivekananda College, who won by 7 wickets against Guru Nanak college (Scores: Guru Nanak scored 166/5 in 20 overs, Vivekananda 167/4 in 18.4 Overs). The winner of the Women's Golden Cup tournament was Women's Christian College who won by 9 wickets against Justice Basheer Ahmed Sayeed

college (Scores: JBAS scored 92/2 in 20 overs and WCC scored 93/3 in 16 overs.). The Chief Guest of the function Shri. S. Madhavan, former Ranji Trophy player delivered the Valedictory Address and gave away the prizes and trophies to the winning teams. He spoke about the glorious days of college cricketing in A.M.Jain College and congratulated the winners. Shri. Shanthi Mull Nahar and Shri. Pannalal Chordia participated in the valedictory function. The function was also participated by Dr.N.Venkataraman, Principal, Dr. R.Rajendiran, Dean, Dr. N. Ananthanarayanan, Advisor and Co-ordinator, Dr. Ravi kumar (Shift-I) and Mr. Ramesh and Ms. Initha(Shift-II), Physical Directors.

UPCOMING EVENTS March 2019

01	TCS BPS Affirmative Action Recruitment
02	Women's Day Celebration - Shift-II
05	French Association - Dept. of French (Shift-I)
06	Guest Lecture - Dept. of Commerce (Shift-I)
07	Screening of Prescribed Play Wedding Album - Dept. of English (Shift-I)
08	Lecture of Girl Students - Rexona Motivation Program (Shift-I)
11	Valedictory Function - Dept. of Maths (Shift-I)
13	College Day (Shift-II)
14	College Day (Shift-I)

Achievements

T. Benjamin TCSBPS
B.Sc. Electronic Media

Harish TCSBPS
B.Sc. Electronic Media

M. Mathew Colin TCSBPS
B.Sc. Electronic Media

Has Secured the Over all Runner Up in the "Sristhi Culturals" conducted in Ethiraj College.

CHIEF EDITORS

1. Dr. N. Venkataraman
Shift I
2. Dr. R. Rajendiran
Shift II

Editors

1. Dr. V. Eswaran
Shift I
2. Mr. G. Praveen Kumar
Shift II

Sub Editors

1. Ms. V. Gayathri (Viscom)
2. Mr. E. Fenn Moses (Viscom)
3. Mr. G. S. Manoj Babu (Viscom)
4. Ms. B. S. Sindamani (English)
5. Ms. Rajlakshmi (Hindi)

Designers

1. Mr. Viveak Saeby
III B.Sc. Viscom B Section
2. Ms. Matha Asmitha
III B.Sc. Viscom A Section

Reporters & Photographers

1. Students

BRAINSTORM

S.No.	Phrase	One Word Substitute
1.	A group of worshippers	_____
2.	Fear of time	_____
3.	A collection of items of the same type stored in a hidden or inaccessible place	_____
4.	Fear of women	_____
5.	The sound of Horses	_____
6.	Fear of ugliness	_____
7.	Government not connected with religious or spiritual matters	_____
8.	The sound of Mosquitoes	_____
9.	Fear of confined places	_____
10.	A speech delivered without any previous preparation	_____

Budget (interim)-Another perception



L. S. Dathaathreyaa Reddy
18F144,
B.Sc. Visual Communication (Shift - II)

The Union minister, Piyush Goyal, presented the interim budget, 2019. He is a chartered accountant by training.

The key points discussed were

- State of economy
- Steps against corruption
- Banking reforms & Insolvency and Bankruptcy Code (IBC)
- Pension for Labourers of Unorganised sector
- Farmers' progress
- Labour & worker's dignity
- Women's development
- Youth empowerment
- Simplification of direct tax system and many more

However, looking at the "Simplification of Direct Tax System", a wrong idea has been conceived, that no income tax is levied up to the income of Rupees Five Lakhs. The Finance Minister stated that there will be no income tax levied up to an income of Rupees Two Lakhs, but when the finance bill came to the records, it was evident that the media has spread a myth.

As per clause 8 of the bill, amendment of Sec 87A of the Income Tax Act was requested to provide relief to the individual tax payers by increasing the maximum amount of tax rebate to Rs. 12,500 from the existing rebate of Rs. 2,500. Rebate is now admissible to tax payers having a total income upto Rs. 5 lakhs instead of Rs. 3.5 lakhs. So, there is no change in the tax slabs and there is no exemption to the individuals whose total taxable income (after all deductions) is more than Rs. 5 lakhs.

Stress Stress.....

How to face exams without stress....

Exams are an assessment of knowledge. Life skills, aptitude, physical fitness or any other topic which you pursue to learn. Exams are a part of a student's life. Developing this attitude and preparing for exams well ahead will make you stress free. Always remember, if you are afraid of exams then your time management is very poor. It also means you are indisciplined, careless, negligent and irresponsible.

Quick tips to prepare for exams....

Study in an organised way. Choose a comfortable place which is well lit and without distraction. Teach your friends. Practice old question papers. Take regular breaks. Eat healthy and sleep well. Drink a lot of water. Prepare and plan before your exam day.

What is exam tension?

It's a feeling of pressure many students feel before their exams. It starts when the revision or model exam begins and continues till the last day of the exam.

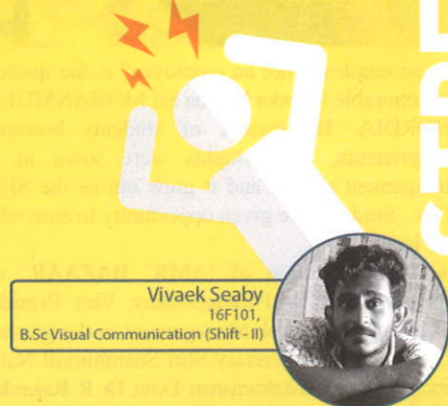
Causes of this stress....

Stress occurs when the students have not prepared adequately for the exam. Anticipation of obtaining higher marks also increases the level of stress. Peer pressure and the drive to fulfill the expectation of the parents strains understanding and disturbs concentration thereby elevating pressure. The sense of shame and fear of failure alienates an individual from his family and surrounding. The student fails to achieve the desired marks even before he attends the exam.

How to beat stress...

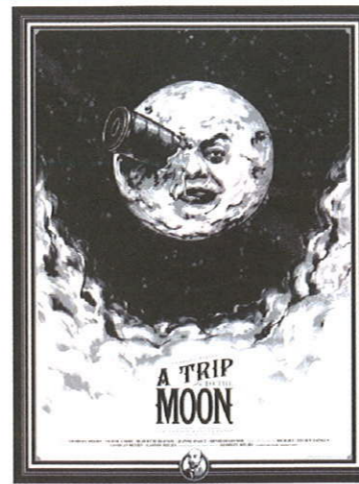
Proper time management and organised studying will make you to face the exam without fear. Do a

lot of breathing, stretching exercises. Never be distracted. Take a walk if you are tired or if you are not able to concentrate. All the best and always remember, exams in student's life are easier than real life situations!!

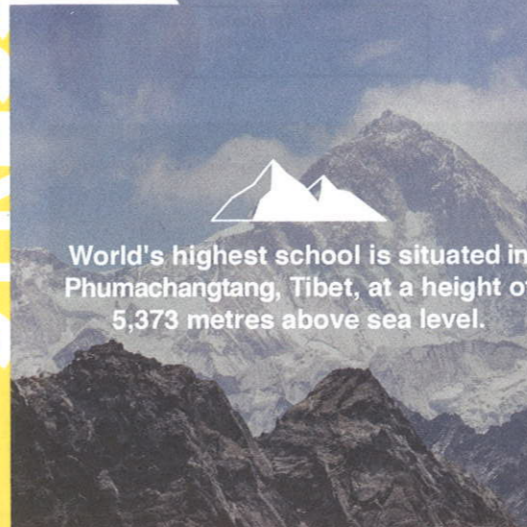


Vivaek Seaby
16F101,
B.Sc. Visual Communication (Shift - II)

Movie of the Month



Facts

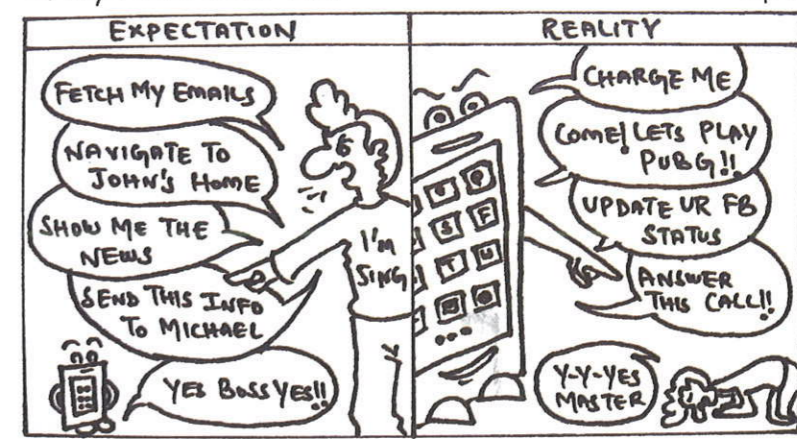


World's highest school is situated in Phumachangtang, Tibet, at a height of 5,373 metres above sea level.

Cartoon Strip

If My Phone could Talk

Ep 2



R. Suriyan
17F013
B.Sc. Visual Communication (Shift - II)

Staff Articles

LIFE IS BEAUTIFUL



Mr. Fenn Moses
Assistant Professor,
Department of Visual Communication(Shift-II)

I had all the time in the world. I had nothing to accomplish. Ponder, mull, muse, ruminate, reflect, speculate, think over, chew over, contemplate, excogitate, mediate, I did everything, yet could not find a way to know what I wanted.

Slowly sipping the chai, I looked around. I could see different characters opening up as though by revelation. Everybody moved around restlessly. All perplexed and despaired, poised to accomplish tasks which were highly volatile. The hypothetical burden they dragged had wearied them down. They all had wrinkles running across, probably the cosmetics companies were cashing on those deep trenches which looked like niche on face.

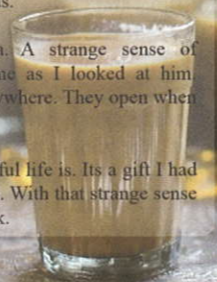
As the vision progressed, I watched a lunatic slowly walked towards the tea shop. The man had rhythmic steps. That lean face, pointed beard and a towel shabbily wound around his forehead, he was a picture less regarded. He might have had a name, any name. But it's something that he no longer associated with. The lunatic passed me and stood before the tea master. The tea master glanced at him

and waved at him to wait. I looked at him without any expression. I saw my reflection in him, lost and despair. At the least there was nothing expected of him. He had his free cup of tea. Expectation kill me.

The lunatic threw the plastic cup inside a bag which he was holding under his armpit. He wiped off his face. His monologue once again began. There was a world within him and he played God. I had seen him quite often. His eyes never gazed up. They were always drooped. They always looked at the path he treads.

I had now completed my tea. A strange sense of understanding blossom within me as I looked at him. Answer to our questions are everywhere. They open when you are ready.

I began to understand how beautiful life is. Its a gift I had received. Life is indeed beautiful. With that strange sense of understanding, I begin my walk.



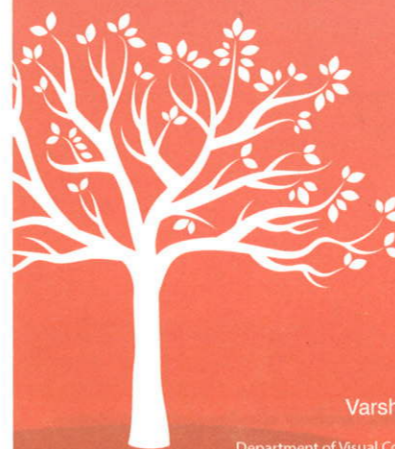
Poem

A Life Experience

A lifetime experience,
A world of its own,
where you learn many,
Meet many,
and experience many.

A strong tree of friendship,
and knowledge grows.
We all stand together in right and wrong.
Two years have passed by,
In a blink of an eye,
Yet, deeply rooted are the memories,
In my heart.

Time spent here has become art.
People will build you up,
tear you down,
It's easy to feel lost.
But now I can say that I am found.



Varsha Subramanian
17F175,
Department of Visual Communication (Shift-II)

Significance of Non-Violence

2nd October is a "World Non Violence", day. Considering the increase in violence in the world, united nation has set this day to know the importance of non violence. We live in a world where aggression and violence is prevalent. Violence leads to many disadvantages for individuals, communities and even nations.

Non-violence is the greatest force at the disposal of mankind. "It is the mightiest weapon devised by ingenuity of Man", said Mahatma Gandhi. Tibetan spiritual guru the Dalai Lama has said that religions emphasise on the importance of compassion, a tool to curb violence. The concept of non-violence became famous around the world through Mahatma Gandhi and he expanded the code of nonviolence from the personal to social and political sphere.

Non-violence is the personal practice of being harmless to self and others under every condition. Gandhi spread

non-violence through movements and writings. Non-Violence is an absence or lack of violence and the situation of keeping away from violence. It is a great tool for fighting against oppression, injustice, discrimination, cruelty, and many more. Mahavira (599 BC-527 BC), the 24th Theerthankara of Jain religion, was a torchbearer of non-violence. He taught that one must abstain from violence to attain Nirvana. Therefore to make the world a better place, it is important to shun violence and understand the importance of non violence.



Peace can create a fearless world. There is no stress of any kind, thus people at large would be happy and healthy. Nonviolence can be used for setting up justice in our society and also to provide a safe place to live in. One of the top benefits of nonviolence is that it promotes forgiveness amidst people. This would automatically result in increased productivity in the society and prosperity and happiness for all. This is not a utopian idea. When individuals understand this and an attitude of shunning violence, it can be materialized.

Dr. S. Manikandan
Assistant Professor and Head,
Department of Philosophy (Shift-I)



அழகுரல்

வீட்டில் ஓர் அழகுரல்
நடு வீட்டில் சாற்றியபடி நான்
ஏன் என்று புரியவில்லை
கற்றி அமர்ந்து அழுகை
அழகான என் குடும்பம்

ஒன்றும் புரியவில்லை
அவர் அழுவதை தடுக்க
எழுந்தலறி நின்றுலும்
உடல் சற்றும் தகைவைவில்லை

குழப்பத்தில் கண் கலங்கி
தடுமாறி கால் நடுங்கி
வாயில் நோக்கி சென்றால்
வந்திருந்தது வராத உறவுகள்.
கலங்கித்தான் இருப்பார்கள்
என்றாகில் நான்செல்ல
கையில் செல் வைத்து
இல்கரோல் செய்து நின்றார்கள்

சென்ற என்முகம் பாராமல்
முகப்புத்தகத்தில் ஆழந்தார்கள்
சிறிதே சற்று நகர்ந்தேன்
கற்றமும் கூடி நிற்கக்கண்டேன்
கற்றி நின்று சிரித்தபடி
சிலகதைகள் பேசக்கேட்டேன்

சற்றும் கூட வருத்தமில்லை
இவர்கள் வந்ததெனென்று
புரியவில்லை
வருத்தத்தோடு யாருமில்லை
சென்றேன் என்று கவலையில்லை
வீதியில் மட்டும் வரிசையாய்க்
கண்ணிருசல் சுவரொட்டி !

கலங்கிய கண்களோடு
ஏன் என்று யோசிக்க ?
நினைவில் தோன்றியது

என் சுயநல வாழ்க்கை.
அதசரி! பிறர் நலம்
கண்டால் தானே
சென்றபின் கலங்கும்
கற்றமும் நட்பும்...

உணர்ந்த மறுநொடியே
உள்ளிலோர் மாற்றம்
என்னுடல் அசைந்ததைபோல்
என்கேயோர் தோற்றம்.
சிலமாதம் வாழ்ந்தாலும்
சிறுகடித்துச் சிலிரக்கவைக்கும்
வண்ணத்தப்பூச்சியோல் வாழ்வில்
பிறர்மகிழ வாழுவோம் என
நினைத்தே கண் விழித்தேன்....!

G. Praveen Kumar,
Assistant Professor & Co-ordinator,
Department of Visual Communication.

Syria! No Country for Innocents.

Cry for life,
Call for help,
More than half a decade,
Goes unheard.

The capitalists,
Communists,
And the democrats,
Turn a deaf ear.

Supporters of the president,
Rebels of the president,
The Islamic state,
And amidst them, the innocent souls.

A 12-year-old boy's mother,
Pleads God to seize his life,
Unable to cope with trauma,
The doctor breaks down.

A lovely-looking little girl,
Unaware that she has lost her parents,
Looks at the photographer,
And is 'all smiles' in the picture.

Nowhere to go,
No one to help,
Hidden for days under the ground,
And are buried under the ground.

S Manoj
Assistant Professor,
Department of English (Shift-II)