

**From the Chief Editor's Desk**

Our college is releasing a Newsletter "THE BRAMHAS VOICE" from the academic year 2018-2019. This monthly newsletter will contain various information about the happenings in college, so we inform the staff and students to submit their works and details to the mail address given below

A. Mail id: thebramhasvoice@amjaincollege.edu.in

B. Particulars –

1. Painting / Art Work – Best three painting and art works will be published with the name, photograph, department and roll number of the student.
2. Photography – Best three photos clicked will be published with the name, photograph, department and roll number of the student.
3. Staff Articles – Exclusive column dedicated for the staff to write on general topics.
4. 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.
5. Cartoon Strips – Own stories, depicted in the form of cartoon.
6. Poems – Small poems written by students.
7. Tech Updates – Latest gadget updates from the market.
8. DIY Projects – A step by step explanation of artworks and crafts created

All articles must be submitted with self-declaration of the staff/student, that it is his/her original work and not taken from any other source. All selected and published articles and columns will have the Name, Photograph, Department and Roll Number of the students.

The final articles written by the students 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.

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2. Dr. R. Rajendiran  
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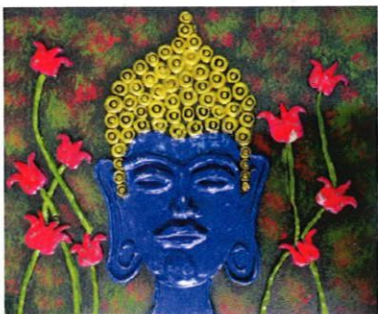
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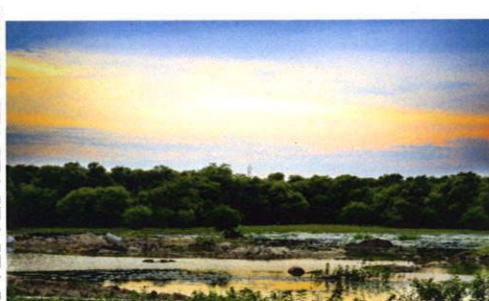
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**Golden Age with Memories of Alumni's**



Wheels turned back in time for numerous souls who returned back to their "home". The atmosphere was filled with aura so vivid and bright when alumnus met their classmates after a very long time; some have travelled from far countries and met their best buds.

The event was held on 6th of January, 2019 and over 1000 members came back to rekindle the old memories. The members gathered in the newly built auditorium in memory of our founder late Shri. Mohanmullji Chordia. They had a glimpse of growth and reach the college had attained through a lengthy time frame through an audio video presentation. Following, the attendees enjoyed a reminiscent stroll across the campus remembering the old days of yore.

The day also saw the opening of the newly built

Indoor Stadium, The Padma Shri Mohamull Chordia Indoor Stadium. It was opened by our honorable Secretary Shri M. Sardarmal Chordia on 6th January 2019 at A.M. Jain College, in the presence of all the alumni and past principals of our beloved college. This stadium is an A/C Hall which can be used for multiple purposes. While used as a mini stage for prize distribution, it provides a seating capacity of 1300 people and when it serves as game area for volleyball, basketball, badminton and table tennis it provides a seating capacity for 300 people.

The human heart preserves every moment it felt and touched like a treasure. It also acts like a balm to let off pressure. The men and women in the attendees smiled, laughed, cried tears streaming down with warm hugs and promise to reunite again.

**PRINCIPAL'S MESSAGE**

Let your voice be heard  
Let your art be appreciated  
Let your camera speak a million word  
Express yourself  
"BE BRAMHAS VOICE"



Dr. N. Venkataramanan

**DEAN'S MESSAGE**

நமது கல்லூரியில் பமீலும் என் இயிய மானவ செல்வங்களுக்கும், பணியாற்றும் ஆசிரியர் பெருமக்களுக்கும் மற்றும் அலுவலக நண்பர்களுக்கும் தத்தம் ஆற்றலை வெளிப்படுத்த அரியதொரு களமாக அமைகிறது "பிரம்மாக்களின் குரல்" (The Bramhas Voice)

பத்திரிக்கையாளராக, எழுத்தாளராக, இலக்கியவா- தியாக எம் இளைஞர்களை வடிவமைக்கும் ஒரு சரிய மையம் The Bramhas Voice.

இதனை மாத இதழாக வெளியிடும் பணியை மேற்கொள்ளும் காட்சித் தொடர்பியல், மின்னணு ஊடகவியல் துறையினருக்கும், பங்கு பெற்றவோர் அனைவருக்கும் வாழ்த்துக்கள். பிரம்மாக்கள் அனைவருக்கும் வாழ்த்துக்கள்.



Dr. R. Rajendiran

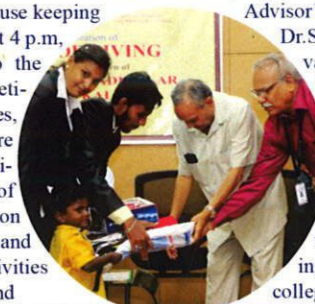
**70<sup>th</sup> Republic Day celebration.**

On 26th January 1950, The Constitution of India came into effect and our country, India became a Republic Nation. To celebrate the day, on 26th January 2019, Dr. P. Babu (HOD Physics Department) unfurled the national flag here at A.M. Jain College. Around 150 members participated in the Republic Day function. Rotaract Club, National Cadet Corps and Students Development Council celebrated the function together. The function also witnessed the participation of students in various cultural events. Prizes were distributed as part of celebration.

**Joy of Giving - A Grand Success !**

A.M. Jain College celebrated the Joy of Giving on the 26<sup>th</sup> of December 2018. The college organized the program to celebrate Christmas and New Year along with thirty two children of Ramalinga Adigalar Gurukulam, Kovilambakkam, Chennai and the House keeping staff of the college. The event began at 4 p.m, when the children were brought to the college playground. Different competitions like the Jump ring, hurdles, knock'em down, and ring toss were conducted in which the children participated enthusiastically. The "Joy of Giving Week" also saw the participation of the house keeping staff, gardeners, and security personnel's in various activities like dancing, singing, musical chair and

stumping. The event was felicitated by our Secretary Shri Sardarmull Chordia, Associate Secretary Shri Shanthimull Nahar, Management Committee Member Shri Gyan Jain, Principal Dr.Venkataramanan, Dean Dr. Rajendiran, Advisor's Dr.Ananthanarayanan and Dr.Sashilekha Sunil, Coordinators and staff of various departments. As a token of benevolence the college provided gifts to the orphanage like Xerox Machine, Printer, cooking vessels, provisions, dress, schoolbags, notebooks, wrist watches and footwear's. The house keeping staff of A.M. Jain College were provided with the special New-Year Gift. While celebrating the day with the children, the entire college felt blessed and happy.



**Achievements**



Has Secured the IIIrd Prize of Rs. 15,000/- in the IV Mahaveer Award For Essays Competition (Level III Tamil) conducted in 2018.

**THOUGHT FOR THE MONTH**



**UPCOMING EVENTS February 2019**

- 01 02 AMJC Bazaar
- 04 05 Orientation in Mathematics for Competitive Courses - Dept. of Economics (Shift-I)
- 07 08 Smart Girls Workshop - Ms. Belsini Gladshya (Dept. Computer Science Shift-II)
- 13 Yuva Utsavam Cultural Programme (On Stage)
- 14 Padma Shri Mohanmullji Chordia Gold Cup - Inauguration
- 14 Yuva Utsavam Cultural Programme (On Stage)
- 14 15 Preparing for Competitive Exams - Dept. of Economics (Shift-I)
- 18 ICPR Lecture Series - Dept. of Philosophy (Shift-I)
- 26 Padma Shri Mohanmullji Chordia Gold Cup - Validictory Academic Achievements Certificate Distribution

**BRAINSTORM**

**Jumbled letters**

- PLOCA
- HGIDMYZOETLE
- IGIEMPN
- NEPROD
- YSSA
- LNLIUISOQ
- IMICLWAHS
- CEYWTIHR
- MRABY
- LTAIARESI

**Solve**

- \_\_\_\_\_ H \_\_\_\_\_
- \_\_\_\_\_ D \_\_\_\_\_
- \_\_\_\_\_ L \_\_\_\_\_
- \_\_\_\_\_ C \_\_\_\_\_
- \_\_\_\_\_ I \_\_\_\_\_

**Meaning**

- resin from certain tree used to make varnish
- Have an effect
- Lively
- the practice of magic mad or silly

Copal- Resin from certain tree used to make varnish; Demythologize- Rerectify a subject so that it is free of mythical elements; Whimsical- Playfully unusual or fanciful; Witchery- The practice of magic; Barny- Mad or silly; Aerialist- A person who performs aerobatics on a tightrope; Linger- Have an effect; Forder- Consider something carefully; Sassy- Lively; Squillion- An indefinite very large number



MOBILE-PHONE ADDICTION



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changing mobile phones has indicated how people get addicted to the technology. Also, due to its lower price range in the market, people don't even mind having more than one mobile phone. The addiction to mobile phones is majorly witnessed amid adults and youngsters. A survey shows that people engaging more in mobile phone games, social media, etc. are likely to feel away from the ordeals of life eventually, causing them to get addicted to it and creating a blindfold to the harsh realities of life which can trigger failures in their goals in many forms. Addiction to mobile phones is the root cause of many problems. Firstly, it prevents the person from going out, performing outdoor activities and engaging in physical fitness and sports. In fact, gone are the days when friends were made in the playground and relatives met at the house. Secondly, it affects the person mentally, causing depression, stress, anxiety, etc. Not to brush aside, it makes the person aloof and away from the family making them forget the family values. Addiction to mobile phones makes the person lose patience and

cause zero tolerance, which was proved in the programme namely "Brain Games" in National Geography channel. Another study shows that the light from the mobile phones can cause sleep deprivation in people which is an imperative reason to why people of this generation are more prone to extreme tiredness and feel out of energy for almost the whole day. It is rightly said that when we start getting what we wish we feel not enough and become more and more greedy. One should need self-control to get rid of mobile phone addiction and its hazardous consequences. Studies and surveys merely make us aware of the things whilst it is precisely in the individual to start curing it before it radically transforms into a dangerous cause and deep regret. Mobile phones were invented to expand our horizons, to communicate with long distant relation and to educate ourselves in various fields. It is all in our hands on how we make effective use of mobile phones - either a successful one or nothing!

The explosion of smartphones has delivered a whole new level to the technology realm. Cell phones serve a greater purpose in our day to day life, making life more easy. In today's era, 90 percent of the population owns mobile phone and it is contagiously inclining as functions of the cell phones adds up, hence making the creator of the mobile phones redouble his efforts. The constant hunt of

10 years challenge



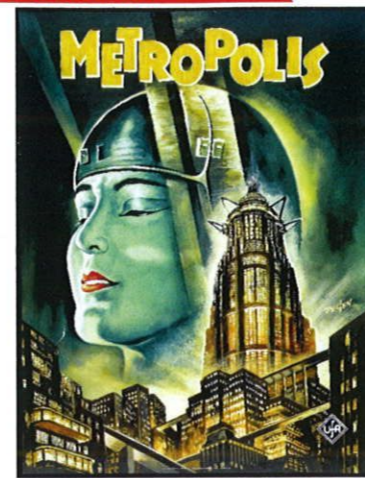
In recent days the 10 years challenge has become a hot topic on our social media post. But how did it start? When or Where? The memes started to take off after the start of the New Year, largely on Facebook, Instagram, and Twitter. The 10 year challenge paved way for the user to post photos in various social media showing their transformation since the past decade. The criteria to post this were to use the hash tag "#10yearchallenge". As many across the world were eager to post their pictures, large amount of images had accumulated in the social media thus creating a problem with data surveillance. The securities of the images posted through these media were questioned thus creating debate about the insecurity of content posted through social media platforms. Even though the problem is been tackled, this challenge has helped celebrities like Ananya

Panday, Karan Johar, Malaika Arora to popularize themselves through the social media platforms. Apart from celebrities, many NGOs have used this challenge in a positive way to bring into light the various environmental issues and create awareness about climate change. While many keep contemplating on the start of this. While Rebecca Jennings of Vox Media places an opinion that the trend is claimed to be a "ploy devised by Facebook to help train facial recognition algorithms on age progression", a recent statement from Facebook claims that it has nothing to do with the 10 year challenge, as the trend was created by a user without their involvement.

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Movie of the Month



Metropolis (1927)

Metropolis is a film that presents a highly stylized futuristic city where a developed and cultured utopia exists above an underworld which is populated by mistreated workers. When the privileged youth Freder (Gustav Frohlich) discovers the dark life under the city, he becomes determined on helping the worker. He befriends the revolutionary teacher Maria (Brigitte Helm), which puts him in a tight place with his authoritative father, leading to greater conflict.

Director: Fritz Lang

Featured song: I. Auftakt: Metropolis Thema

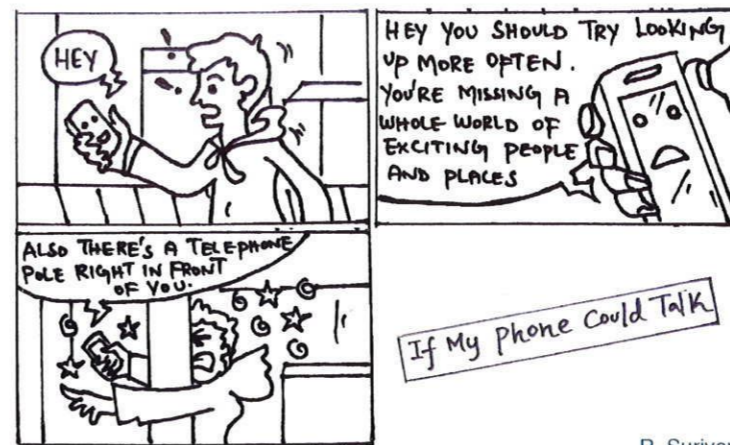
Box office: 75.000 Reichsmarks (estimated)

Budget: 5.3 million Reichsmarks (estimated)

Why you must watch ???

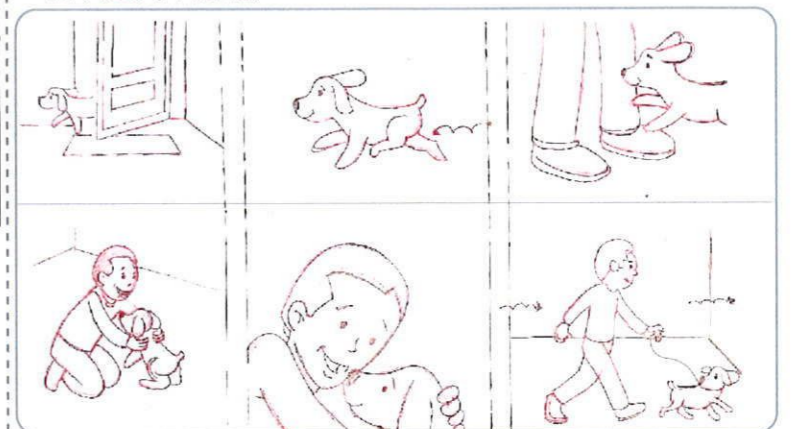
Metropolis is the film that has paved way for the today's science fiction movies like Enthiran, Star Wars and various other futuristic films. This was the first movie that imagined a developed world out of industrialization. The movie further brings out various social messages to people which are applicable to the current society too. The characterisation used by the director of the film Lang, makes the movie quite special. Metropolis is the movie that set a benchmark for the future art directors of science fiction movies.

Cartoon Strip



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A New Friend.



V. Logeshwari Venkatesan  
18VC082  
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Staff Articles

BE(auty) CONSCIOUS



S. Manoj Prabhakar  
Assistant Professor,  
Department of Visual Communication(Shift-II)

Advertisements The creator of needs and demands for commodities. Advertisers make use of the psychological base of their target audience to sell the goods and with no doubts, it works! You may wonder how an advertising image or 10 to 15 seconds advertisement can influence psychologically. There had been several researches conducted regarding human reception pattern of images and it was found that people react emotionally while viewing images rather than thinking rationally. Another researcher explained that the human brain interprets the images as its own perception of reality without further analysis. The images affect memory, behaviour and

values and also what you believe to be yourself, others and the whole world. This concept leads to the great success of the cosmetic industry in idealizing the concept of beauty and sell product to achieve the beauty image. We call this to be Self-identity image advertising which is meant to create a feeling of association with the ad and its powerful implications can cause the consumer to believe what is presented to them to be true. High exposure levels to such ads that demands the beauty standards shown, makes people to create their ideal beauty image, internalize it and they strive hard to achieve it by using those showcased product. The target audience who gets affected by these beauty portrayals (mostly photoshopped) in media are the youth. At a very young age, beauty related talks and comparisons are widely seen that makes highly expanded consumption of beauty products from various parts of the world. According to the media portrayals, a Man should be fair, strong, and masculine whereas Woman should be fair, flawless skin, beautiful hair, and perfect figure. Advertisements and other media messages always insist on a factor that, to be accepted, appreciated and successful, the media created body image should be maintained. This adversely affects the mental

health of the consumers in general. Many young minds lack self confidence and self esteem due to their body dissatisfaction. Peer pressure and criticism of same or opposite gender, is one of the root cause for this beauty consciousness. This leads to problems like social comparison, negative self-directed effects, levels of depression and lowered self-esteem. Several brands, celebrities and organisations initiated awareness campaigns to appreciate the real self and adore whatever they really are than to struggle and try to be someone else. But this deep rooted craze for beauty, cultivated by advertisers and media cannot be changed in a day or two. This is high time for advertisers and media to act ethically and take some preventive measures to minimize these portrayals and encourage the real self.



Tech Updates

Mi Band 3

Xiaomi has made a name for itself in the fitness wearables space with its affordable Mi Band series. One of the things we really like about these devices is that they have so far been accurate and have offered really good value for money. The very first Mi Band made such products available to the masses at low prices. The next iteration introduced a display and added a few more useful features. Now, Xiaomi's latest fitness wearable, the Mi Band 3, takes things even further by introducing a touchscreen



- HIGHLIGHTS
- It now features a touchscreen for easier control
  - Battery life is good, but not as good as that of previous model

Poem

ஈழம் Ugly

I'm very ugly  
so don't try to convince me that  
I am a very beautiful person  
Because at the end of the day  
I hate myself in every single way  
And I'm not going to lie myself by saying  
There is beauty inside of me that matters  
So rest assured I will remind myself  
That I am worthless, terrible person  
And nothing you say will make me believe  
I still deserve love  
Because no matter what  
I am not good enough to be loved  
And I am in no position to believe that  
Beauty does not exist within me  
Because whenever I look in the mirror I always think  
Am I as ugly as people say?

(Now read bottom up)

SOURCE: Google

அம்மா

கருவரையில் காத்திருந்தேன்  
உயிர் உன்னைக் காண  
பெற்றெடுத்தாய் பெருமையோடு  
தாய் என்ற பட்டத்துடன்  
பிறந்தெழுந்தேன் முத்தாக  
அள்ளி அணைத்தாய் கொத்தாக  
அழுகையிலும் அன்புண்டு  
பசியிலும் பாசமுண்டு  
நான் பசியென அழுதபொழுது  
நீ பட்டினியாய் இருந்தாலும்  
இரையளித்தாய் என் இரைவளாய்  
நீயே அவதரித்தாய்!  
அம்மா என்ற உச்சரிப்பால் உலகம்  
இயங்குது என் அம்மா!!



C. Jayaprakash,  
Asst. Supervisor,  
AMJC Estate Office

நம்பிக்கை விதைகள்..

உழைக்கத் துடிப்பவர்களுக்குக் காலம் வரமாக அமைகிறது. காலத்தின் மேன்மையை மதியாது வீணாகக் கழிப்பவர்களுக்கு அதாவே சாயமாய்த் திகழ்கிறது. காலத்தைப் பென்போல் போற்றி நல்லான வாழ்க்கையை அமைத்திட வேண்டும். தேர்ப்புறம் வெற்றிபெறுவதும் மட்டுமே வாழ்க்கையல்ல. அது வாழ்க்கையின் ஒரு பகுதி மட்டுமே என்பதை முதலில் தெரிந்து கொள்ளுதல் அவசியமாகும்.

உங்களைத் தவிர வேறு யாராலும் உங்களுக்கு ஆறுதலோ நம்பிக்கையோ தந்துவிட முடியாது என்பதை உணர்ந்து தயக்கத்தைத் தாக்கியெறிந்து எல்லாம் சரியாக அமைபும் என்ற மனநிறைவோடும் முழு ஈடுபாட்டோடும் ஒவ்வொரு காரியத்தையும் தொடங்குங்கள். திகைத்து நிற்பதைவிட மேலானது முயற்சித்தல் பார்ப்பது.

"முயற்சி திருவினை ஆக்கும் முயற்சின்மை இன்மை புகுத்தி விடும்" (குறள். 616)  
"தெய்வத்தால் ஆகா தென்னும் முயற்சிதன் மெய்வருத்தக் கூவி தரும்" (குறள். 619)

போன்ற குடும்பங்களை இங்கு நினைவுகூறலாம். இவ்வாறு முயற்சியோடு எந்தெனது செயலையும் செய்வதற்கு மனத்தெளிவு மிக அவசியமாகும். பிறரைப்போல் நாம் இல்லையே என்று ஏக்கம் கொண்டு வருந்தாதீர். நாம் இப்படி இருப்பதுதான் நமக்கான அடையாளம் என்ற மனத்தெளிவு பெறுங்கள். எந்தெனது செயலைச் செய்வதற்கு முன்னும் யோசித்துச் செயல்பட வேண்டுமே ஒழிய செய்தபிறகு வருந்ததல் கூடாது. வாழ்க்கையில் வேகமாக இருப்பதைவிட விவேகமாக இருத்தல் வேண்டும். அதாவது பொறுமை கோழைத்தமல்லல் அதுவே விரத்தின் உச்சம் என்ற தெளிவு பிறந்திருமாயின் நன்மை பயக்கும்.

ஆய்ந்தபரத்தில் அள்ளப்படுவதைவிட எளிமை ஓர் அறம் என்பதை உணர்ந்து செயல்பட வேண்டும். எல்லாப் பாதைகளுக்கும் ஏதோ ஒரு சிற்பம் ஒளிந்திருப்பதுபோல உங்களுக்குள்ளும் ஒரு ஆற்றல் இருப்பதை உணருங்கள். வாய்ப்புக்காகக் காத்திராமல் கிடைத்ததை வாய்ப்பாக மாற்றுங்கள்.

குறிகள் தவறலாம், அதற்காக நல்ல இலக்குகளை மாற்றிவிடாதீர்கள். புதிய நம்பிக்கையோடு இயங்குங்கள் இலக்குகள் உங்களை நெருங்கி வரும்.

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சென்றுவா இளைஞனே வென்று வா

வெற்றிச் சூத்திரங்கள் பல வகுத்து  
உன் சிந்தனையை அதில் புகுத்து  
வெட்டிப்பேச்செல்லாம் விடுத்து -இந்த  
உலகை முன்னின்று வடிந்தது

மென்பொருள் அறிவைப்பெற்று  
மேலும் பிறமொழி கற்று  
பெற்றியை விண்ணில் ஒற்று  
என்றும் வேண்டும் தாய்மொழிப் பற்று

காதல் என்பது கல் ஆலமரம்  
விழுதகல் பார்த்து பறவைகள் வரும்  
ஊசல் ஆட முடியாது அவத்யுறும்  
ஆறுதலாய் அமர்ந்து பறந்துவிடும்

முட்டி மோதி தானே முளைத்தாய்  
முகில் எட்டும் தாரம் வரைக் கிளைத்தாய்  
இத்தனை சீக்கிரம் ஏன் களைத்தாய்  
சிறு சறுக்கல் பார்த்து ஏன் மலைத்தாய்?!

இணையத்தில் விழுந்து கிடக்காதே  
இங்கு இல்லாதது எதுவும் கிடைக்காதே  
பொல்லாத வலையது மறக்காதே  
தேவை இல்லை என்றால் அதை திறக்காதே

நட்புக்குள் உண்மையாய் இருந்துவிடு  
நம்பிக்கையோடு நடந்தவிடு  
நானை பற்றிய கவலை வீடு  
எல்லை மீறலை என்றும் தடு

வானம் தாரமில்லை உனக்கு  
வாழ்ந்து பார்க்க நேரம் ஒதுக்கு  
எட்டும் விரம் உனக்கு இருக்கு  
இன்னும் நம்பிக்கையை நீ பெருக்கு

முகநூலில் உனக்கு கணக்கிருக்கு  
அதற்குள்ளேயும் ஒரு கணக்கிருக்கு  
அறியாமல் போய் மாட்டாதே -உன்  
வாழ்வை அதற்குள் பூட்டாதே

ஒழுக்கம் வளர்த்து வெளிபெறு - உலகம்  
உனக்காய் இருக்கு தினம் கூறு  
பழக்கம் பார்த்து பறிமாறு  
உணைப் பார்த்து எழுதட்டும் நாளை வரலாறு

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