

# OPUS

CENTRAL UNIVERSITY OF TAMIL NADU | SCHOOL OF COMMUNICATION | DEPARTMENT OF MEDIA AND COMMUNICATION

## PONDY BAND ROCKS CUTN



# HIGH ON H<sub>2</sub>O

COVERSTORY

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UNDER THE BANNER OF 'YEH INDIA KA TIME HAI!' IT WAS AN EXTRAORDINARY BLEND OF DEMOCRATIC DEBATE, HEART-PUMPING ROCK NUMBERS AND SOME PATRIOTISM...

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# An outpour of young ideas

By **Amrutha P.**

**A**s expected, the New India Manthan conducted on Thursday was an outpour of fresh ideas from a group of spirited students. Even while pointing out the plethora of challenges faced by rural populace, they also offered substantial solutions to the issues flustering rural development.

Students who participated in the discussion noted that rural development calls for a better understanding of the underlying issues and that it demands a broader perspective to address rural problems. "Field research is needed to understand ground realities." They also concurred that in the age of information, knowledge and education are the weapons of mass change and that knowledge sharing becomes necessary for informed decisions.

Some of the major ideas that the participants deliberated upon for empowering rural populace were:

- Using green manures to popularise organic farming in villages
- Preserving rural ecosystems to sustain long-term development.
- Integrating indigenous knowledge systems and technologies with modern models of development.
- Creating greater awareness about diseases and acquainting villagers with the importance and use of sanitation technologies.
- Improving health and sanitation infrastructure across all villages in India.
- Achieving 100% electrification in rural areas, especially using renewable sources of energy.
- Spreading awareness about rural development schemes and familiarising the rural populace with the opportunities in local, small-scale industries and enterprises.
- Promoting self-employment among rural populace by offering support to local start-up groups and enterprises.
- Creating new job opportunities in villages by employing the local populace in the process of infrastructural development.
- Addressing the problem of disguised unemployment in the rural agricultural sector by enabling village youth to shift to the secondary and tertiary sectors of the economy.
- Promoting economic independence among rural women by means of education and self-help groups.
- Improving maternity health care facilities in rural areas and bring down the infant mortality rate.
- Reducing the school drop-out rate among rural students, especially girls, by offering skill-based training.
- Decentralising industries to address the problem of massive rural migration to urban centres. Offering tax benefits to industries located in rural areas to promote economic activities. ■



# Mission New India

By **Darshana J.**

**D**elivering the Presidential Address at the 'Sankalp Se Siddhi' event, Vice-Chancellor Prof. A. P. Dash started an enlivening speech, reasonably with a question: New India is the buzzword but what is it?

Prof. Dash went on to answer the query himself, saying it is the strength and skills of more than 125 crore Indians, especially the youth and the rural populace, who are a majority in the country. "It becomes imperative to empower the rural and youth population of this nation through education and skill development," the Vice-Chancellor averred, adding that, to achieve an equitable and just Indian society, education has to be used as a potent and powerful force.

It is in this backdrop, the Central University of Tamil Nadu celebrates 'Yeh India ka time hai' with this brainstorming session, focusing on the topic 'Empowering the rural populace for New India by 2022', said the Vice-Chancellor, initiating the discussion. He appreciated the enthusiastic participation of the students, with the motivation and guidance from faculty members. "I request and expect the participants here to chalk out a comprehensive strategy as to how education can bring about an effective change and empower the rural, disadvantaged segment of our Indian society. I would like

to draw your attention to the commitment of our Government of India for the skill enhancement programme through 'Skill India Mission' in order to provide better quality of skill-training and reduction in supply-demand mismatch by 2022. Already, a silent entrepreneurial revolution has been sweeping the country and many young Indians with great ideas have been writing their success stories in digital, agricultural, industrial and IT sectors," Prof. Dash said.

Delving on his mission New India, the Vice-Chancellor went on to add that, "Now, the expectations of the youth have gone a notch above with government schemes like Skill India, Start up India, Digital India and Clean India that complement the mood and inclination of young Indians. You will be glad to know that Skill India aspires to train 40 crores of Indians in different skills by 2022 through financial and hand-holding support. Taking a holistic view, I can elucidate that New India is the Young India aspiring to live a dignified and corruption-free life by transforming India into a land of opportunities and inclusiveness using their own strength and skills."

"Though some weaker sections are taking support from these government schemes, however, the biggest challenge will be to provide jobs after skill training by placing them in domestic and global manpower needs. Digital India is

transforming India especially the youth into digitally empowered society. In its recent report on internet use in rural India, New York Times stated that despite lack of basic infrastructural facilities in villages, mobile users have increased in leaps and bounds. Young rural people are accepting the positive use of the new technology of internet. Now, the very challenging task is to digitise the rural areas. Till now, optical fibre connectivity which was only for 59 Gram Panchayats in 2014 has reached to 90,996 Gram Panchayats in the last three years. The Young India is positively and fully inching towards New India. The scene is very constructive and vivid," the Vice-Chancellor exuded positivity.

"We have to create a system where the cost of being corrupt and dishonest is so high that every citizen aspires to do right and live an honest life."

Prof. Dash also called upon the participants of this brainstorming session to discuss on strengthening the Providing Urban Amenities to Rural Areas programme, which is the brainchild of former President of India APJ Abdul Kalam, who envisaged introduction of facilities of urban areas in villages. "I am sure, the innovative ideas generated in this celebration will empower the rural populace in the long run," the Vice-Chancellor concluded his constructive speech that drew overall applause. ■

# A splendid sundown!



By Amrutha P. & Abhirami Vinod

It was an awe-inspiring evening at the Multipurpose Auditorium of the Central University of Tamil Nadu, Thiruvavur, on August 31, 2017.

Accepting the clarion call of the Department of Higher Education, Ministry of Human Resource Development, Government of India, the university organised a sundown show of spectacular events under the banner 'Sankalp Se Siddhi: Yeh India ka time hai' to mark 70 years of India's Independence and the 75th year of the Quit India Movement. It started about 4pm with an invocation song by the students and a welcome address by Dr. S. Bhuvaneshwari, Registrar, CUTN.

Dr. Bhuvaneshwari expressed her delight over CUTN being one among the 75 institutions of higher education in the country chosen by the MHRD to organise the event. She also stressed on the need to derive inspiration from our great visionary leaders of the past and strive towards achieving sustainable development for all sections.

In the presidential address that followed, Hon'ble CUTN Vice-Chancellor Prof. A. P. Dash observed that the "new India is young India" and that the equitable development of the country is

possible only if the benefits of skillbased education reach the rural pockets. He also highlighted the significance of the government initiatives in the domains of digital technology, and public health and sanitation. Prof. Dash observed that CUTN, located in a rural hotspot, has a greater role to play in the empowerment of the region, a task which is commendably performed through various organs of the university, including the NSS, and the Departments of Social Work and Media and Communication.

Thereafter, an oath was administered by Dr. A. Ragupathy, Controller of Examinations, CUTN, where both the students and teachers pledged to work towards building a new India, free of poverty, casteism, communalism, terrorism, corruption and pollution.

This was followed by an hourlong brainstorming session 'New India Manthan' on the topic 'Empowering the rural populace for a new India by 2022'. During the session, student representatives from various academic schools and departments of CUTN actively participated in debating the myriad challenges rural India faces in this time and age, as well as deliberated upon possible solutions to address the economic, social, administrative and technological hurdles in the path to holis-

tic national development. The discussion was moderated by Prof. T. Sengadir, Dean (Academics) and Dr. V. Madhurima, Head of the Department of Physics. This intensive discussion was lightened by a lively and interactive session hosted by RJs from AIR, Trichy, who regaled the audience with light-hearted games and music.

Capping the day's programme was a rock concert in which musicians from Pondicherry performed live to an enthralled audience. The patriotic fervour that the musicians brought to the stage cascaded through the assembled audience, who spontaneously and enthusiastically joined in the singing.

Finally, Prof. S. Nagarajan, Dean (Students' Welfare), CUTN, delivered the formal vote of thanks, thereby bringing an end to an invigorating evening of a nation-wide celebration that signalled the reinvention of India. ■



Some good-old hits have captured our young minds, kudos to the thunder performance of the rock band H<sub>2</sub>O. I'm glad to be here and I still relish those moments of glory.

- Darsana J

First year, MA Mass communication

It is a dynamic experience, where we get exposed to a new world of music.

It was an exhilarating and entertaining. As a media student, I'm privileged to be here.

-Banothu Srikanth

First year, MA Mass communication



## High on H<sub>2</sub>O!

By Abhirami Vinod & Swetha S.

After the crepuscular glimmers of the far western skyline came to a dim and the day closed for the good, the Multipurpose Auditorium of the Central University of Tamil Nadu opened doors to rather a razzle-dazzle eventide of light and music.

Churning out some fine patriotic numbers, of course with the hint and taint of their own, Puducherry-based music band H<sub>2</sub>O Live made it a gala evening for the 1,000-odd audience, who were jam-packed in the hall.

Starry-eyed and high on tang, the multitude of CUTN staffers and students went with the beats as the four-member band put forth some 'patriotic rock'. As the colourful display of spotlights danced to their tunes, the

band churned out some 17 songs, starting with 'Vande Mataram'. It was part of the 'Yeh India ka time hai!' idea of the Union Ministry of HRD to use rock as a medium to instil patriotism. Then came 'Maa Tujhe Salaam' borrowed from AR Rahman. Later, it went on to Jailhouse Rock (Elvis), Smoke on the Water (Deep Purple), Twist and Shout (Beatles), Hotel California (Eagles), Cocaine (Eric Clapton), Knocking On Heaven's Door (Bob Dylan), Black Magic Woman (Santana), Take it Easy (Eagles), Roadhouse Blues (Doors), Purple Haze (Jimi Hendrix), Bad Moon Rising (CCR) and ended with Born to vbe Wild (Steppenwolf).

Among the four musicians of the Puducherry based band, two were guitarists and the others key board and drums players. It was the first-time experience for the students of CUTN

who gracefully tapped their feet to the rhythm of H<sub>2</sub>O.

Started in 2015, the rock band's motto is to bring together youngsters, and conveniently, it matched with the idea of the New India drive. Interestingly, the band members came clad in white, signifying the need for peace to build a New India. "We are aiming big and this feat in CUTN will pave a way. We are planning to release an album within six months," said Mr. Francis, the founder of the rock and roll band. Dylan's 'Knocking on Heaven's Door' and AR Rahman's 'Maa Tujhe Salaam' received overall applause. In order to save the essence of songs of 50's and 60's, they prefer playing those bunch of miracles. Apart from English, songs in French, Tamil and Malayalam were also in their list. ■

## CREATIVE CORNER



Photography by: **Abhirami Vinod**, First year, M. A. in Mass Communication; Location: **Thanjavur**

## Adj-ejectives

I list them, one by one  
Those adjectives that you have fondly given.  
I am stuck in the very first one,  
'Beautiful', wasn't it?  
I move on and list them one by one,  
'Gentle', 'pretty', 'adorable' you said,  
When I seemed nice to you.  
'Fierce', 'arrogant', 'stubborn'  
You hissed, when I disagreed.  
If you have finally run out of them,  
Let me coin one for myself,  
So that you can remind yourself everyday  
'Self-righteous', I call myself.

Poem by: **Sreelakshmi Prakash**  
First year, M. A. in Mass Communication



Art by: **Darsana J**; First year, M. A. in Mass Communication

## When the reels rolled and lights flickered...



## MEDIA DEPT'S WEEK-LONG DOCU WORKSHOP ENDS WITH SCREENING AND...

By **Amrutha P.**

Department of Media and Communication, Central University of Tamil Nadu conducted a seven-day 'Workshop on Documentary Production,' from August 28, 2017.

Prof. Vasuki Belavadi from the University of Hyderabad was the resource person. It included sessions on documentary production and its technicalities. This initiative helped the students to exhibit their thoughts and ideas, to produce documentary films. The workshop was aimed at enhancing the creative skills by helping the participants build concepts to shoot documentary films.

As the part of the workshop, students were taken to Thanjavur for shooting. Groups of student-participants came up with different ideas and translated them into films. The valedictory function was held on September 3, 2017, where the documentary films shot by the partic-



ipants were screened and each one of them shared their valuable views and experiences bidding adieu to the resource person Prof. Vasuki Belavadi.

Head of the Department (in-charge) Dr. Francis P. Barclay and Assistant Professor Dr. Shamala R. spoke at the felicitation function of the workshop. ■

# AN ARTIST WITH A MESSAGE!

By Deepthi P. J.

Painting is a painstaking art but Swathi Balivada has all the patience for it.

A first-year postgraduate student from the Department of Hindi, the artist in Swathi Balivada has her own way of looking at things and it is much evident in her paintings that are lush with hues. Her love for nature is reflected in her art works as well: most of them feature trees with the curls of branches adding some allure. Otherwise, women are her subjects, who exhibit all kinds of emotions: from the tenderness of womanhood to the notions of her darker side.

With such vivid notions in the mind, ardour in the heart and colours in her hands, she moved forward with passion and strong determination to create some stunning art works.

Versatility has always been evident in her footsteps. Born in Bihar, brought up in Delhi and Vishakapattanam, Swathi has traversed the length of the country, thanks of her naval officer-father, whose job description included frequent transfers. She has learned to adapt to changes and shift between subjects, whether it's about art or the larger picture of life.

Naturally, she loves colours and to play with them while capturing moments of glory on her canvas. She is daring enough to go raw and radiant. What more? She has also taken the pains to teach poor students some lessons in art.

She believes she can reach the young minds through her art works. She started holding the brush when she was three.

Women empowerment also turns out to be one of her favourite themes for art. She has campaigned for education of girls, to create awareness on hygiene, among a few other social welfare themes and topics.

She wishes to pursue her dreams as an artist and send across a message or two to the society, mainly targeting the young minds. ■

**FACE OF THE WEEK**