

SPECTRUM

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The Chancellor felicitating the Chief Guest Mr. D. Bhattacharya



Ambassador Evan Samuel Dobelle Conferring the D.Litt on Ball Badminton ace Ms. Saina Nehwal

Alumni Talk

STAFF REPORTER

SRM Ramapuram B-School organized an alumni talk by Mr. Naveen, Alumni (2013-2015 batch), Assistant safety and security Manager, Air Asia, Hyderabad. It was an inspiring speech by Mr. Naveen, where he shared his experience in SRM University and his workplace.

He talked about placements in SRM. He was the second student to get placed through placements in ING Vysya with a very good package, later he quit his job and joined aviation. He joined INDIGO and worked in security department. He

added that he enjoyed working with INDIGO. And now he is with Air Asia. On seeing his extraordinary performance, he was given high posts and enjoyed taking responsibilities. He shared with us few experiences where he was put down by his co-workers. He also shared his thoughts about recruitment process in Indigo and Air Asia.

It was an interactive session and students got valuable information about the Aviation industry and he also gave ideas about how to choose our specialization.



Mr. R. Balachandar, Founder & CEO, Wassup Laundry addressing the gathering



Marzuk got first prize

First Prize : Case Presentation

STAFF REPORTER

A final year student Marzuk got first prize in the all India Intercollegiate case presentation contest Empower 2016 conducted at Govt Stanley medical college during sep 2016.

The Case was about Renal tubular acidosis admitted in our PICU during the month of July 2016. Asst. Dr. Vijay who is in charge of PICU guided him.

STAFF REPORTER

The SRM Ramapuram B-School at SRM University, Ramapuram Campus, organized a guest lecture on "The success story of Wassup" for MBA students recently. The guest speaker for the lecture was Mr. R. Balachandar, who is a successful entrepreneur as well as founder and CEO of Wassup Laundry, Chennai. He has been successfully improving his business for the past 5 years.

He initiated the lecture by showing the unique procedure of his business and high lighted the social responsibility of not eliminating the dhobi's business rather involving them in his business and developing together. He mentioned the training and development programs conducted by them in field of laundry sector for his employees. He also shared the

different and attractive ways of marketing and targeting the youth. The lecture was very informative and interactive, as he promptly answered to all the questions raised by the student's fraternity. He also promised to help the students regarding their internship, training and

development. In the end of the session, he distributed prizes to the winners of the Young Springs'16. Young Springs'16 was an internal event conducted among budding managers of SRM Ramapuram B – School to bring out hidden talents in them.



Chief Guest Mr. R. Balachandar, distributing prizes to winners of "Young Springs'16"

And the correct answer is... The Trivium Congregation

ABHIJIT KRISHNA
MENON
PRIYANKA MURALI

"Give a man a truth,
He will think for a day.
Teach a man to reason,
And he will think for a lifetime."
- Anonymous

Nothing puts one's knowledge to the test quite like an intense quiz session. Teams huddled around in discussion, frantic scrams for the buzzer and rising tensions just before the correct answer is revealed. These emotions set the scene for the first event hosted by SRMbyAG - The Trivium

Congregation. SRMbyAG is an emerging start-up created and run by students of SRM. With a team of over 80 people, this budding media and marketing solutions company made waves with its first event; a campus to corporate quiz.

The Trivium Congregation was held on 10th September at the seminar hall in the main campus. It saw an attendance of close to 80 teams of 2 people each, from various disciplines. The quiz was mediated by quizmaster, Mr M. Pragadeesh, a Limca Book Record-holder and two-time runner-up at

The Hindu Young World quiz. The event comprised of two major parts: a qualifying round where teams were required to jot down their answers on pen and paper; and the main quiz hosted by the quizmaster. The questions covered a number of

topics including sports, politics and technology to name a few. Six teams qualified for the main event which comprised of five rounds of intense quizzing, each one more exacting than the last. The Alpha Q emerged winners with Suicide Squad and Quiz-

zero in second and third place respectively. Even the audience was allowed to participate as unanswered questions were open to them and a correct answer, drew prizes. The event was sponsored by Business Standard and The Hindu.



Participants racking their brains for the right answer

Retrace Oneself as Alumnus

STAFF REPORTER

SRM Ramapuram B-school conducted alumni meet recently. The delegates who graced the occasion with their august presence were Director General Dr.T.S.Sridhar who explained the significance of alumni reunion for the growth of the institution and the individuals and Dr.Subbaiah Bharathi, Dean (Engineering & Technology) expressed his ideas of inviting their family in the upcoming years. Dr. C. Sundar, Professor & Head of the B-School welcomed the gathering on behalf of everyone followed with lightening of the lamp in order to brighten the event for the 8th alumni meet where it was a chance to pay tribute to their steadfast support to the institute. It was a moment of ecstasy where more than 50 alumni were present to grace the occasion. He enlightened the gathering by addressing the alumni as leaders of innovation along with sharing the vision of institute and also the remarkable contributions of the alumni for making a world-class institution which is renowned for its student-centered approach and unique research-intensive learning environment. The alumni shared their experiences. Most of them are into the different sectors and also successful entrepreneurs. One of the alumni also gave an insightful speech praising their contributions in growth of alma mater. The most alluring part was rewarding the alumni achievers who had made outstanding professional contribution to the society.

Rewards were categorized on the basis of corporate leadership and entrepreneurship by the esteemed guests. The presentation of mementos to the awardees was done by the Director General, Dean (E&T), HOD and Faculty members of the Department. Intent of bequeathing awards was to enhance alumni pride in association. The alumni and the organizers re-affirmed to strengthen the bond between the Alumni and their Alma Mater. Dr.P.Jyothi, Assistant Professor, proposed the vote of thanks to all who had come to the meet. After working up an appetite alumni enjoyed taking time to rekindle old friendships with classmates from years gone by.

The alumni and the organizers re-affirmed to strengthen the bond between the Alumni and their Alma Mater... ..After working up an appetite alumni enjoyed taking time to rekindle old friendships with classmates from years gone...



The alumni of Ramapuram B-School



The Dean, School of Law, Felicitating the Chief Guest

Protecting Women's Rights

STAFF REPORTER

SRM School of Law is organized a Two-Day National Seminar recently on "Protection of Women's Rights: Issues & Challenges". The role of women in 21st century is more challenging because of liberalization and globalization followed by the impact of science and technology. Hence modern society opens up the voices of women on different issues. The themes covered in the Seminar were very interesting as well as innovative like 'technological implications and role of law in protecting women's right, and the present challenges in it.'



Cyber space, surrogacy, personal laws, rights over reproductive and sexual choices, role of judiciary, temple entry rights, trafficking in women were some of the current issues which were included as sub-themes. The technical sessions were to provide a diverse platform for presentations and critical

discussions on women's rights. Experts who participated in this Seminar were from Legal fraternity including academicians from Law and other disciplines besides students from all over India. Selected papers presented in this National Seminar were published in the form of an edited book.

NSS Day Celebration'16

NAVANEETHA VARIER

National Service Scheme (NSS) is a permanent youth Program under the Ministry of Youth Affairs and Sports, Government of India. Its funded by Government of Tamil Nadu and Government of India. It strives to impart knowledge and a sense of awareness to students through community service. This scheme is a great opportunity for students to indulge in helping the lower strata of society who are in dire need of money, food, facilities, etc.

This year's celebration received an enormous response with the participation of over 1000 students and hundreds of teaching and non-teaching staff. Various competitions such as drama, presentation,

quiz, and oratory were held with topics ranging from literacy and sports, discipline, environmental enrichment, drug abuse, health, elder-youth relationship, AIDS Prevention, women empowerment, etc. Speakers from Vivekananda youth forum and service society delivered motivational talks.

NSS was formally launched on 24th September 1969, the

birth centenary year of the Mahatma Gandhi. Therefore, 24th September is celebrated every year as NSS Day. This year's celebration was primarily a reminder about our responsibility towards the society and our role in the social reformation and upliftment. It was a great opportunity offered by the University to spread awareness and help us do our bit towards helping our countrymen.



Students receiving certificate

Placements'16 A Step Towards the Future

ANMOL SARAH
MATHEW
TUHINA DAS

SRM University has been a consistent topper for several years in the list of campus placement records among the top private institutions in India. It takes pride to announce that its graduates are highly rated employees for industry and commerce in the reputed private sectors. Offering information, advice, guidance and support for job-seeking students is considered as the primary responsibility of the Career development centre in the University.

They organize campus interviews for final year students with industries and business houses of repute from all over India. The university has also made facilities for the students to face the campus interviews by arranging regular training in Company based Aptitude tests, group discussions, preparing for Technical and HR interviews through professional trainers.

In the day one sharing slot, four IT majors - Cognizant, Infosys, Tata Consultancy Services and Wipro - together have made high offers at SRM

University. Cognizant, Wipro, TCS etc, the mass recruiters select the kind of employees they want from the university and the standards are set accordingly. Around 4,000 students sit for the campus interview and the students have the liberty to decide which company they want to work for.

SRM University, being one of the most reputed universities of all times efficiently divided this major process into being handled by two departments, one being the career development department which deals with the preparatory part of the placements, or in layman's language the preparation to the big game and the other wing the placement office, which does the complete liasoning with the companies, of inviting the companies and the thorough tedious process of placements.

As the saying goes, "A stitch in time saves nine", the career development centre collaborating with the university makes sure that the students are open to this arena from the beginning of the time, introducing courses like soft skills I & II which basically with the opening of the students to the attitude re-

quired to approach the coming years and the PD course that is introduced in the first and second semester so as to get familiarized with the verbal and quantitative aptitudes in the second year itself. The real deal is started from the beginning of sixth semester, in the month of January through an orientation program, which had an entry test so that the students can be evaluated and the faculty can help them in the shaping of their future in every possible way they can. This is a two day test by which in the end through an exit test they are divided into categories. Categories are usually introduced to filter the cream from the crowd, but this is not the strategy followed by the career development cell, here it is introduced so that a student is able to measure his or her strengths and weaknesses and work accordingly, so that there is a special focus on the weak spots.

Coding being a much in demand sphere for employability and it being specially demanded from many core companies as well, the faculty introduced special classes for coding, which took place during weekends, so it

was an extra effort for them, as well as for the students who want to bridge the technical lacuna. For core departments like E&I, CSE, ECE etc., there were GATE trainers coming over to the University to train students for the core company. These were the valued additions that were made in these years by placement team.

The years, as said are like the Eden Garden, which is safe from all sides, but as all good times come to an end so does this and the faculty makes sure, that the situation doesn't come as a shock, so its advisable to the students is that they have their goal set straight as you see, joining a core company will want loyalty and trust from your side, having a goal haywire can do injustice to the work which is being bestowed by the company to the person. Hence, before entering the preparatory process, it's recommended that a person sets his priorities straight, on his decision of either working or doing higher studies as suggested by a very supportive Head of Department, Dr. Mythili T.

"Each student gets multiple offers and now they need to take

a call which firm they want to work with. Fast career growth, more onsite opportunities are the factors that students look while choosing a firm," said a placement official. There was a clutch of super dream companies offering jaw dropping packages like Voonik offering Rs. 16 lacs per annum, Amazon Rs.8 lacs per annum, Cisco Rs.13.1 lacs per annum, Directi Rs.14 lacs per annum, Amadeus Rs.8.13 lacs per annum, Nationstar Rs.7.5, and ThoughtWorks Rs 7.6 lacs per annum, Sahaj Rs.8 lacs per annum, Fidelity Rs.6.8 lacs per annum, Teksystems Rs.6 lacs per annum, System insights Rs.6-8 lacs per annum, HUL Rs.9 lacs per annum, Siemens Rs.5.5 lacs per annum, Honda offering Rs.8 lacs per annum.

To promote career counselling the university not only organises guidance lectures by senior corporate personnel, but also lectures by the immediately placed students as well. The faculty and staff remain pillars of strength as they help students and to build a better future by empowering the youth with the responsibility of employment and other opportunities.

Better understanding through language and culture TEC at SRM

STAFF REPORTER

With a view to enhancing the interaction and understanding of the cultures of India and Taiwan, SRM University, in a joint endeavour with the National Tsing Hua University has established the Taiwan Education Centre (TEC) at the sprawling Kattankulathur campus. The TEC has been established with support from the Ministry of Education and Foreign Affairs of the government of Taiwan. The formal inauguration saw the participation of top officials from Taipei Economic and Cultural Centre in New Delhi and Chennai, the President and his advisors from the National Tsing Hua University and the Vice Chancellor and senior administrators of SRM University.

The Taiwan Education Centre is seen as an academic platform



Delegates from National Tsing Hua University along with VC, SRM University

that will seek to better understand the two nations through the study of the Mandarin Language and the Chinese culture. The TEC at SRM University is especially

designed for language courses and exploring the cultural indulgence through exhibitions, workshops and guest lectures. The TEC at SRM University

will be a vibrant hub for interactions between higher educational institutions of the two nations that will include the prospects and potential for

exchange of students and faculty programs, vocational training, and industry placements, to mention a few. Even before the formal inauguration of the TEC, more than 200 SRM University students have signed up for the Mandarin language course. "The Taiwan Education Centre at SRM University is the sixth such centre in India aimed at not only facilitating the learning of Mandarin Chinese but also taking a look at the rich culture and diversities of the Chinese culture. The richness of the cultural and civilisational heritages go back thousands of years, but a facet that has not been adequately taken advantage of in educational institutions of higher learning. At SRM University we are making a good beginning with the Taiwan Education Centre", the Vice Chancellor of SRM University, Prof. Prabir K. Bagchi said.

Tech Fest Carnival at SRM University

STAFF REPORTER

One of the top universities of India, SRM University, proudly hosted the tenth edition of its National Level Techno-Management fest Aaruush'16. Being the tenth edition, the hype surrounding the fest was immense and palpable. The fest was held in association with one of India's tech giants HP.

Going with the goal of promoting innovation in engineering and management students, the fest will be remembered for its tagline "Fostering Ideas, Innovating Strategies". It personifies the aim to promote the ideals of Innovation and Implementation.

With over 50 events across 14 domains related to disciplines of both engineering and management, Aaruush'16 tested the technical acumen of each and every student. The fest also received patronages from organizations such as UNESCO and IEEE. Aaruush'16 is also proud to play host to a multitude of workshops such as the hit Hacktrack workshop by the famous Indian ethical hacker, Ankith Fadiah and IOT with Analytics.

With the previous editions being known for its palette of interesting guest lectures, Aaruush'16 did not fail to exceed expectations with informative talks by personalities such as Ms. Isher Ahluwalia, Mr. Abhas Mitra, Mr. Siddharth Pahwa and the Wittyfeed Founders. Moreover, respecting the value of debate and deliberation the Unconferences of this year engaged the audience with leading names of the industry getting in the midst of the student crowd. The Unconference this year addressed the topic "Choice of Indian youth- Career or Passion". This year we introduced the social media summit to discuss "Do social media affect everyday life". The Industrial Conclave is a platform for students to learn from the experienced forerunners of the industry.

Aaruush'16 does not stop to amaze with its power packed line up of PRO Shows. Set to fascinate with an amalgam of art and technology is the Sil-



Snapshots from Aaruush 2016

houette Act by Team Silhouette followed by Hrishikesh Potdar of the IGT fame presenting Glue and Paper Art. Adding to the excitement was the interactive session, Fever Night, with the famous TVF team.

The fest was full of attractive exhibitions such as the Coin and Stamp Expo and Camera

Expo. The motorbike lovers were attracted by the thumping noises of the engines of Harley Davidson and Royal Enfield motorbikes. The Bonsai Expo is also sure to amaze the audience.

For the competitive person, Aaruush'16 also presented 5 championships; Robowars, Quad Copters, Hackathon, RC Cars

and Sports. This year's highlights were like none before with some of the most well-known names of the music and comedy industry entertaining students. The line-up included Kenny Sebastian renowned comedian, Nikhil D'Souza presented by Coke Studio, Hrishikesh Potdar from the IGT fame and the screening of M.S. Dhoni:

The untold truth.

This year, the four-day fest was inaugurated on 27th September 2016 by the Chief Guest, Mr. Dilip Chhabaria, Founder of DC designs and Mr. Ganapathy Venugopal, Founder and CEO of Axilor Ventures presided over as Chief Guest for the Valedictory Function.

Keep Learning, Vice Chairman of Hindalco Tells Graduating Students

STAFF REPORTER

Knowledge from text books gives one a start but this is not enough and will not last a lifetime, Mr. D. Bhattacharya, the Vice Chairman of Hindalco Industries (metals flagship of the Aditya Birla Group) and Vice Chairman of Novelis Inc told Graduating students at SRM University's 12th Convocation. "The opportunity to learning comes from keeping on learning. We learn from day-to-day experiences. Decisions in professional life are complex and multi-dimensional", the top industrialist noted.

On the first of a two day event, more than 6600 students received their Bachelor's degree in Engineering and Technology, Architecture and Design; besides 74 students awarded their Ph.D degrees from all disciplines. As many as 52 students were awarded certificates of accomplishment in their respective fields of study.

"You have to keep in mind the challenges of globalization and of multiple stakeholders. Execution of policy is far more important than generally believed. The strategy of execution is equally important as the strategy of formulation", Mr. Bhattacharya said going on to make the point that the ideal leader of an organization will have to see miles ahead; work half a step forward, the ability to weed out the corrupt and the indolent and having the bonafides to the best of the organization. "Winning the trust is more important than being popular", he remarked.

Mr. Bhattacharya reminded students that they were starting their new journey at a very opportune time in India as the economy was quite robust with exponential growth in many areas and the government gearing up for the next set of reforms to make India a shining star in the global economy. "But even as India's economy is on an upward trajectory, the global markets are more risk prone and financial markets are volatile", he cautioned.

SRM University conferred



the D.Sc degree, Doctor of Science (Honoris Causa), on Dr. Russell Franco D'Souza, Executive Director Global and Professor of Psychological Medicine, International Institute of Organizational Psychological Medicine, Melbourne, Australia and Head of the Asia-Pacific Bioethics Divisions of UNESCO. "Universities have an important role to play in instilling morals and ethics in the midst of advances in science and technology", Dr. D'Souza said going on to commend SRM University for its fortitude and vision in addressing moral and ethical requirements in science, education and technology.

"Education has to be relevant to society and in a country like India where socio-economic differences are so stark, education must open our eyes to the challenges facing us. Education can be said to be successful only if at the end of the day it has enabled us to narrow the gaps. Making education relevant to society and making it holistic is what SRM University is all about" said Professor Prabir K Bagchi, Vice Chancellor, in his welcome address.

The Chancellor of SRM University, Dr. P. Sathyanarayanan, presided over the Convocation.



Scenes from the Convocation'16



Ambassador Dobelle at the Convocation

You are the Face of India, Ambassador Dobelle Tells SRM University Graduates

STAFF REPORTER

Stressing that one fourth of all graduating students in the world are from India, Ambassador Evan Samuel Dobelle, former Chief of Protocol and Assistant Secretary of State in the Jimmy Carter administration called upon the graduating class of SRM University to love and protect democracy. “You are in a participatory democracy. You have to tune in your own passion and happiness to love and protect democracy”, Ambassador Dobelle said.

“I have always been in admiration of the changes taking place in India as every child in the country can have dreams come true” the former senior Carter administration official said. “India is coming of age in every area” he added.

Ambassador Dobelle was the Chief Guest at SRM University’s Special Convocation that saw more than 6000 students getting degrees in Engineering and technology, Science and Humanities, Medical and Health Sciences and Management. 190 students were awarded certificates of merit for their accomplishments in different disciplines. One of the highlights of the Special Convocation was the conferment of Doctor of Literature, D.Litt (Honoris

Causa) on Justice Dr. AR. Lakshmanan, former Judge of the Supreme Court of India and Ms Saina Nehwal, ace shuttle badminton player and Olympic Bronze Medalist.

“You are the symbol of your generation. You are the face of India. Economically the country is growing so fast and you are the global supplier of man power and woman power. The United States has the highest regard for India. You are pioneers in every area; and you don’t have to go to Russia or the United States. They come here. Look around you today. You are the best and the brightest generation of the world”, Ambassador Dobelle told SRM University graduates.

“The whole world is looking at you”, Justice Dr. AR. Lakshmanan said while giving his acceptance speech for the D.Litt degree. “You are living in a fast changing world. Young minds like you have to think innovatively. You have to have the ability to look beyond the immediate and think of the future of the nation”, he added. Justice Dr. AR. Lakshmanan made a passionate plea to popularize organ donation. “There is the need and necessity to create awareness”, he maintained adding that every departed soul has the potential of saving eight lives through donation of their

organs. “This is a noble gesture of the highest order” he said.

Recalling that she never wanted to be a sportsperson but of a journey that started in Hyderabad with Karate as a young girl, Ms Saina Nehwal said that she was lucky to play shuttle badminton at national and international levels. “Today shuttle badminton is the second most huge sport in India than ten years ago. It is very different” she said. “This is not the end. You have more to achieve. Exercise or have some physical activity for some thirty or forty minutes daily. Stay strong and fit”, Ms Nehwal advised the graduating class.

“We are proud when you all graduate from here with degrees and with distinctions. But what makes us happier is when you have also contributed your might to the betterment of society. Knowledge and intellectual power alone does not propel India as a Great Power or a Super Power—India becomes truly a great nation only when the bridge between the haves and the have-nots narrows”, the Vice Chancellor Professor Prabir K Bagchi said in his welcome address.

The Chancellor of SRM University Dr. P. Sathyanarayanan presided over the Special Convocation.



Snapshots from the Special Convocation



Ambassador Edith 'Kit' Dobelle at FSH

STAFF REPORTER

One of the highlights of the Special Convocation was a lecture on women and leadership by Ambassador Edith 'Kit' Dobelle, wife of Ambassador Evan Samuel Dobelle, the Chief Guest at the morning's program. 'Kit' Dobelle was chief of staff to First Lady Roslyn Carter and also Chief of Protocol in the Jimmy Carter Administration. The program was organised by the Faculty of Science and Humanities and was attended by 300 women faculty and staff as well as girl students. Prior to the start of the program Ambassador Dobelle was welcomed by the Director, Faculty of Science and Humanities, Dr.R.Balasubramanian.

Inter-Collegiate Mathematics Festival'16

ABHIJIT
BIPUL LOHIA

Organised by Sri Ramanujan Mathematics Club, Inter-Collegiate Mathematics Festival 2016, known as Engineering Mathematics Festival (EMF), was held recently. The one-day festival took place in Mini Hall 1 and 2 at T P Ganesan Auditorium, SRM University (Kattankulathur) and was attended by over 1100 mathematics enthusiasts. Chief Guest of the event was Dr A.Govindarajan, Professor & Head, Department of Mathematics.

Sri Ramanujan Mathematics Club was formed in 1991 under the support of Department of Mathematics and SRM was among the first private Engineering Colleges to have a club like this. It organises this yearly festival with an objective of promoting Mathematics as Queen of Sciences with infinite

capacity, and to fascinate all who venture into its bounds.

EMF takes place in addition to various guest lectures by eminent Mathematicians, Scientists and Engineers and an in-house Mathematics competition the Intra-Collegiate Mathematics Festival. The festival includes various events like Mathematics Quiz, Mathematics Crossword, Mathematics Dumb Charades, etc. as well as Puzzle Championship and Mathematics Talk.

Taking place under the auspices of Department of Mathematics, this festival got a very positive response from the participants. They found the events very interesting and challenging. Also happy were the organisers, who said "This has been by far the biggest and the most successful IMF ever" and they appreciated the enthusiasm of the participants and hoped to maintain the standards of the festival in the forthcoming years.



Where'd all the news go?

KAVYA JAYANTHAN

You wake up in the morning as a child, and you go to your walnut wood dining table only to be greeted by a china plate of your favourite breakfast and the sight of your father hunched behind an enormous spread of newspaper, reading about the share market and downing filter coffee simultaneously. This pretty much paints the picture of an everyday household.

But we're not here to talk about the aesthetics of print media, we're here to address a more grave issue: The probability of the usurping of print media by technology and digital form. It is not a surprising probability anymore that Facebook and similar social media websites just might become the everyman's source of information.

The newspaper that you are reading this average writer's article on, might just, not exist in the not so distant future? That several thousand important articles about things

that need to be known, might be buried under thousands of cat memes and opinion pieces on the nuances of a socialite's sheer dress?

The importance of print media does not lie within the vintage nature of it. Print media is the most pure form of journalism. From the time mankind began speculating and spreading mayhem, print media has been a sort of check on the behavioural aspects of society. Journalists were taken seriously and were dangerous to elements of society that took the public for granted and engaged in corruption and crime. It kept a check on several things such as crime, policy, politicians and their general responsibilities and several other socio-economic aspects of society.

Print media gave a voice to the bourgeois and threw a knife down the establishments' throats with the claim that now, the people know what they want. It gave the common man the power to question. Newspapers

empowered the layman in a way that no other medium could. Its easy accessibility and reliable nature gave print media the sort of credibility where even news networks quote the newspaper from where they take their news-bits from.

With the creeping in of digital media, yes it is accessible and yes it is easier, but at what cost?

It is not even half an ounce as reliable as print media as every person with an opinion and phone with a good internet connection can now produce so called 'news' without any credibility. Checks and proof-reading are now things of the past, corrupt authorities can now easily manipulate the news available to the public with just a click or a swipe or whatever gesture there is. Call me a technophobe, but it won't be long before paper would be a thing of the past and newspapers would be historical evidence preserved in museums. You could probably Google about it then, yeah?

SRM University and AKJ Automotive-Germany jointly organize International Conference on Logistics and Supply Chain Management

STAFF REPORTER

AKJ Automotive-Germany and SRM University jointly organized AKJ Automotive's first International conference on "Logistics and Supply Chain Management in the Automotive Industry" at Fortune Select Grand Hotel in Chennai.

The conference saw the participation of giants in the industry like BMW, Daimler, DHL and others. At the conference speakers from Germany, India and Hungary presented the current best practices in supply chain management and also talked about strategies used in design and the control of agile supply chain. The first presentation was by a senior executive in BMW-Germany followed by the MD of Daimler buses in India. The first day was full of sessions from different executives from the industry including a panel discussion right before the lunch. Sessions continued till evening. Vice-Chancellor Prabir



The Vice Chancellor addressing the gathering

Bagchi, visited the hotel and was given a very warm welcome by the organizers of the event. After the sessions were over the keynote address was given by Vice Chancellor, where he talked about how deeply he has worked in the field of Supply Chain Management for over forty years, which amazed the audience. Four students from SRM University - Anshuman Pandey, M.Vignesh, Vibhakar

Senthil Kumar and K.Abbhi Vignesh received the best student projects award at the conference. The second day of the conference witnessed another few sessions on strategies used in supply chain from various executives from the industry. In the afternoon the attendees of the conference were taken for visiting the manufacturing plants of BMW and Daimler.



Students at the fest

Decode: A programme by the Genetic Engineering Association, SRM University

PRAVEEN
AISHWARYA A. R.

The 7th edition of Decode, an outreach programme by the Genetic Engineering Association was conducted from 6th to the 9th of September, 2016. The programme, consisting of workshops, exhibitions and various other events, was an approach to encourage school students to learn about Genetic Engineering and to offer them a platform to display their talents in the field. Held in collaboration with the Indian Genetics Society, Decode has been successful in inspiring young minds to further their interests in the field of genetic science for the past 6 years.

A workshop on Polymerase Chain Reactions (PCR) was held on the 6th of September and topics like DNA and gene synthesis were discussed. The students performed an experiment on PCR and analysed the amplified product. A visit to the Genetic Engineering Lab, Bio-separation Lab and Genetics Lab was also arranged. Around 160 students from schools like PSBB Millennium School, Chennai and Madhakonda Palli Modern School, Hosur, participated in the event. Lunch and refreshments, training kits and certificates were provided.

On the 7th of September a Biology Talent search exam was conducted, for higher secondary level students to test their reasoning abilities in the field of biology. The following day, a science exhibit by the SRM



Students taking the Biology Talent Search Exam

ARDEUR 2016

NAVANEETHA VARIER
PRIYANKA MURALI

The annual fest of the IT Association 'Ardeur' returned with yet another edition this year packed with loads of fun, excitement and opportunities for SRMites. The fest was held recently and included a plethora of non-technical, literary and technical events. Cash prizes worth a total of Rs.15000 were won by the participants in various events. The main events were held at Tech Park. Ardeur 4.0 also included a badminton and chess tournament held at the Directorate of Sports Building, adding a fun and sporty twist.

The theme of Ardeur 4.0 was science fiction with the tagline, "Configuring Tomorrow by Innovating Today". The fest included such neoteric events as Code Runner and WikiTrek. The paper presentation event, Tech-eonic Trails was held

for the first time. The literary events included Word Crysis and Tech-eonic Trails and the non-technical events comprised of "Money"-Pulator, The Gamers Asylum, The Lost Galaxy, Legal Wars and Poketopia or Pokemon Hunt. Workshops on topics such as Software Testing, Big Data, Networking and Web page Development were conducted by HP. Also an overall mega winner was declared for Ardeur 4.0. It went to the person who was the most active; participating in the most number of events and qualifying through a remarkable number of rounds in each event. A total of 561 students registered.

The winners were felicitated by the Head, Department of IT; Dr. G. Vadivu. The two day fun-filled event was a huge success and received enormous support from the students.



The S2C Exhibit

School Science Congress was organized. Around 35 three-membered teams participated in the event and presented various projects on environmental sciences, health sciences and life sciences using working and non-working models. The last event, held on the 9th of September, was a workshop on DNA. Quality and quantity analysis of DNA and isolation of DNA from blood were the main highlights of this event. Students were also allowed to

carry the isolated DNA sample in a locket.

The Head Of Department addressed the students and a presentation about the department, research grants and details of admission into SRM University were given. The programme was a huge success, accounting to the fact that the participants as well as teachers appreciated the hospitality and the hands-on experience that they gained as a part of the programme.

SRM University signs MOU with Reliance Jio

STAFF REPORTER

SRM University has partnered with Reliance JIO. The MOU envisages training of our students of engineering, management and science & humanities, in niche areas of current industry practices and trends. Reliance JIO is also likely to invest in our laboratories. The MOU aims at enriching our faculty in the latest technologies thereby making the students updated. The students will gain to be more employable. This MOU also contemplates to offer certification courses for the under-privileged, thus fulfilling our social obligations.



Reliance JIO representatives along with SRM University Registrar and Director, E&T

ICI Best Student's Chapter Award

STAFF REPORTER

Department of Civil Engineering, Ramapuram received ICI Best Student's Chapter AWARD for 2015-16 on the occasion of the 24th Annual Awards function organized by INDIAN CONCRETE INSTITUTE AT THE Hotel LALIT ASHOK, Kumara Krupa High Grounds, Bengaluru recently.

Dr.T.Ch.Madhavi, HOD/CIVIL with department faculty Mr. S.Sundararajan and along with ICI student chapter coordinator Mr.Harshit, Final year attended the function and received the award. The award function was

organised by the ICI – Banaglore chapter. The award was in honour of the active participation of the ICI students chapter in various technical activities. It is a proud privilege to mention that this award is received by the department for the third successive time.



Faculty receiving the award



Chancellor celebrating his birthday with students.

Yuva ... The Evolving Minds

SOURAV KARMAKAR

Yuva – The Evolving Minds is a management fest celebrated to mark the birthday of our founder, Dr. T. R. Paarivendhar. This year was the fourth edition of Yuva, with 2013 being the inaugural year. The tradition of Yuva, celebrating the founder's birthday as a 24-hour event was started by Mr. Jawahar Philimis, Assistant Professor, Student Co-Ordinator and Mr. Praveen Raj, Faculty of Management. The 2013 edition of Yuva fest is registered in the LIMCA Book of Records, India.

On the 24th of August, 12 A.M, the fest commenced at Dr. T. P. Ganesan auditorium. Dr. T. P. Ganesan, Vice Chancellor, SRM University and Commander Arun Kandhan, INS Adyar inaugurated the event. This was followed by a speech Dr. T. P. Ganesan and the chief guest's address. Yuva went round-the-clock with various singing and dancing competitions, along with

literature events, quiz, stand up comedy and a dramatics event.

During the day, Chancellor Dr. T. R. Paarivendhar celebrated his birthday by cutting a cake with students. The prizes and certificates were given by Colonel Dr. C. P. Ramchandani, Director SCL. The fest concluded at 11:59 p.m. on the 24th August, with the final event 'Corporate Walk', a fashion show by the students.

"We did a pretty good job as this was the first time Yuva was conducted by DSA," said Alankrith Krishnan, Convenor of V.A.U.L.T., a club under Directorate of Student Affairs (DSA). The event this year was conducted by the DSA, with the earlier editions being held with the support of Faculty of Management, SRM University. "The event went really well, and we had more than 1500 registered participants by midnight," said Vasudha Priyadarshini, the Program Process Moderator of the event.

Jhalak'16 Clash of the Houses

VASUNDHRA IYENGAR

Jhalak '16, the inter-house cultural competition between the eight houses of SRM University took off with the lighting of the lamp by Director and Assistant Director-Student and Campus Life. The show started with Eastern Musical Band and Western Solo Singing. Every house put their best foot forward in the much-awaited

Dance categories. A new addition to the line-up of competitions was stand-up comedy. The Group Drama category showcased the best actors of the university. Adding vibrancy to Jhalak were the fashion categories wherein the models of SRM University walked the ramp with panache.

Brahmos was declared the overall winner and Prithvi house, a close second.

Farewell to a "Doctor-King"

STAFF REPORTER

"It is always difficult to say goodbye to someone you like. It is a bitter sweet moment. But this is the day you say goodbye to a good friend", the Vice Chancellor of SRM University Professor Prabir K Bagchi said at the farewell function for Dr. K. Sridhar, Pro Vice Chancellor (Medical) who stepped down from official duties on the last day of October 2016.

A well known and a leading plastic surgeon in the country, Dr. Sridhar leaves SRM University to pursue other interests and passions that includes photography, travelling, writing, managing charity and working for the poor and needy. He will continue to be associated with the SIMS Super speciality hospital of the SRM Group and available generally to the SRM Group of Institutions.

"You call it a day when you are physically and mentally fit. It is time to stop singing officially", Dr. Sridhar said in his remarks at a small gathering that included the Vice Chancellor, Pro Vice Chancellor for Planning and Development, Registrar, Controller of Examinations, and Directors and Deans of various faculties. "Dreams can't always materialize but I have finished my worship", Dr. Sridhar remarked. "It is sad leaving something you have always had a passion, but you have to draw a line", he added.

Recalling that his tenure at SRM University came as a "bolt from the blue", Dr. Sridhar maintained that during his stint at Kattankulathur he had tried to bring about many administrative reforms with a view to streamlining the functioning of the medical college, the hospital and Research Center. One of the major achievements was in the "Ideas Clinic", a successful attempt to bring about closer inter-disciplinary research between Medical Sciences and Engineering and Technology. "There are twelve projects that we are working on and at least six papers will come by December".

"Dr. Sridhar joined us only two years back, and he wants to retire so soon... but he will be with us at SIMS and we all wish him a peaceful and happy life", said Dr. T. P. Ganesan, Pro



Dr. K. Sridhar, Pro VC (Medical) being felicitated

Vice Chancellor for Planning and Development.

Calling him a blunt and a plain spoken person who was always concerned about the institution, the Registrar of SRM University, Dr. N. Sethuraman said that serving society will give Dr. Sridhar great satisfaction. "The great thing about him is that he started his career as a faculty and is retiring as a faculty. We thought we could change his mind or he would change his mind", the Registrar said.

Though younger than some of his colleagues, Dr. Sridhar was referred to in the professional circles as "Annachi" (meaning older brother), remarked Dr. James Pandian, Director of Medical Sciences. "Dr. Sridhar excelled in his speciality and is a very innovative person. He is very frank and not one who plays hide and seek. A person who encouraged youngsters, the Dept. of Plastic Surgery at SRM University has grown tremendously in his leadership", said Dr. Pandian, also a plastic surgeon. "He is a very friendly person who tried to de-centralise the administrative structure",

"Dr. Sridhar was always active, brisk and full of bubbling energy. There was a lot of research projects under his leadership. He was very cooperative and we had a nice time", said Dr. Chandra Prabha, Director of Health Sciences of SRM University.

In a short span of time of less than two years, Dr. Sri-

dhara brought about wonderful changes observed Dr. Gireesh, Vice Principal of the Medical College pointing to the video conferencing, transnational research and early clinical exposure. "You bring happiness to the people you touch... the closer you are to someone, the harder it is to say good bye", Dr. Gireesh said in reading out a Farewell Message.

Maintaining that there was not much inter-disciplinary research, the Director of Engineering and Technology Dr. Muthamizchelvan said that a "humble, approachable and a willing to help" Dr. Sridhar visited along with other doctors the Mechanical Engineering Department and set in motion a process that eventually led to the Spine Testing Machine with subsequent modifications being worked on.

"Dr. Sridhar always had his finger on the pulse of international programs. He was so reassuring to the physical and mental well being of the foreign students" said Dr. Kartar Singh, Director of the Office of International Relations.

"Dr. Sridhar is a multi-faceted man who gives inspiration" said Dr. Sundaram, Dean of Medical Sciences in his Vote of Thanks message. "Doctors do not retire. They do service till the end", the Dean recalled pledging that the mission started by the retiring Pro Vice Chancellor will be completed. "Thank you for all the services rendered", Dr. Sundaram said.

World Bioethics day @ SRM

STAFF REPORTER

SRM Medical College Hospital and Research Centre organised World Bioethics Day in a grandeur manner. In the morning Dr.T.N.Ravisankar (President Elect) IMA Tamil Nadu State Branch spoke on all about medical ethics. He had highlighted that doctors should adhere to the medical ethics norms laid by the Medical Council of India. He further said that Doctors should be altruistic and giving excellent care to the suffering individuals must be their prime concern. He admixed his lecture with short video clippings focusing on various facets of medical ethics.

Pro Vice Chancellor (Medical) Dr.K.Sridhar in his inaugural address shared his experience of various ethical issues he had faced. And he requested the organisers to organise specific seminar and debates addressing various ethical issues such as end of life consideration. Prof.P.Thangaraju Advisor faculty Development, Head INBC SRM University said that with the view of encouraging awareness regarding the principles and practices of bioethics amongst students and professional in medical areas the UNESCO Chair in Bioethics decided to implement the world bioethics day to be celebrated worldwide each year on 19th October. He said that bioethics of late has a general meaning. The field of Bioethics is as wide as the facts of life and its study is divided in many branches. Ecological or environment, health sciences clinical bioethics, Research bioethics etc.

Prof. Dr. P. Thangaraju, Advisor, Faculty Development and Head, India Nodal Bioethics Centre, SRM University, further added that this year the theme of the World Bioethics Day is the "Human Dignity and Human Rights"

Julian Huxley, the first Director-General, pointed out that in order to make science contribute to peace, security and human welfare, it was necessary to relate the applications of science to a scale of values. This scale of values are called Bioethics.

From the 1970s onwards, the emergence of the life sciences, in particular, has led to interna-

tional examination of bioethical questions. This global focus on bioethics was institutionalized in 1993 with the establishment of the International Bioethics Committee (IBC). The program was expanded in 1998, by UNESCO of the World Commission on the Ethics of Scientific Knowledge and Technology (COMEST) to address, the environmental ethics, science ethics and technology ethics.

In the year 2002 the 191 Member Countries decided that ethics should be one of the priorities of the Organization. Many Member Countries have only a limited infrastructure in bioethics. They lack expertise, educational programs, bioethics committees, legal frameworks and public debate. Technological progress, new knowledge and its applications, new diagnostics, preventive and therapeutic interventions, have significantly changed medicine and the life sciences as well as the context of health care, giving rise to bioethical dilemmas both in highly developed and less developed countries.

Due to the rapid dissemination of information, increasing awareness and sensitivity of the general public, as well as the human rights movement throughout the world, ethical queries are now more frequently and openly discussed. Bioethics is no longer the exclusive concern of scientists, medical professionals, or policy-makers. It concerns all people. Because of globalization, not only scientific and technological advances spread around the globe, but also

bioethical dilemmas. Example: Cloning and sequencing of human Genome.

The global character of contemporary science and technology and the increasing number of research teams coming from different countries implies the need for a global approach to bioethics. This is precisely what UNESCO aims to promote.

UNESCO has adopted two declarations in the field of bioethics: the Universal Declaration on the Human Genome and Human Rights (1997) and the International Declaration on Human Genetic Data (2003).

In October 2003, the General Conference considered that it was desirable to set universal standards in the field of bioethics.

The UN Inter-Agency Committee on Bioethics (UNESCO with FAO, WHO, WTO) discussed the draft and after several sittings, finally, the draft text was subjected to a written consultation with all Member Countries in 2004.

Three views were advanced, that bioethics has to do with (1) medicine and health care, (2) the social context, such as access to health, and (3) the environment.

The heart of the Declaration is to be found in the 15 principles

- 1) The individual human being itself (human dignity; benefit and harm; autonomy),
- 2) Other human beings (consent; privacy; equality),
- 3) Human communities (respect for cultural diversity),

4) Humankind as a whole (solidarity; social responsibility; sharing of benefits)

5) All living beings and their environment (protecting future generations and protection of the environment, the biosphere and biodiversity).

Finally, the Declaration anchors the bioethical principles firmly in the rules governing human dignity, human rights and fundamental freedoms.

It calls for professionalism, honesty, integrity and transparency in the decision making process in each and every individual whether it is medical, scientists, Technocrats, politicians, and in general public.

Finally Dr.P.Thangaraju appealed that everyone must involve in making BIOETHICS EVERYONE'S BUSINESS to make the world happy.

Director (Medical) recalled how the Nodal center for Bioethics was started in SRM University by Prof.P.Thangaraju Advisor faculty Development, Head INBC SRM University and Dr.Russell and Dr.Balakrishnan. He also said that the moral Principles detailed in Universal declaration of Bioethics should be implemented on a day-to-day basis. Dr.A.Sundaram Dean in his message conveyed that for a good doctor patient relationship, both communication and proper documentation are quite essential. Then one can avert litigation. Dr.K.Gireesh Deputy Dean & VP emphasised that medical ethics encompassed the following important articles of Universal Declaration of

Bioethics, which include Article 3 Dignity, Article 4 Benefit & harm, Article 5 Autonomy, Article 6 consent, Article 7 incapacity to consent, Article 8 Respecting vulnerability and Integrity, Article 9 Privacy and Confidentiality, Article 10 Equality justice and equity, Article 11 Non stigmatisation and non discrimination.

Dr.K.Gireesh said that he is a certified trainer in Bioethics organised by UNESCO and he had given lectures at Chettinad Hospital and Tamil Nadu MGR University. In the afternoon between 2pm to 4pm Dr.R.Sivakumar, Sister Joy & Dr.K.Gireesh jointly conducted a workshop for 80 nurses on the above important Bioethics principles and how they are important for the nursing profession.

In the evening between 5.30pm to 7.15pm Dr.K.Gireesh had discussed with 15 CRRIs posted at Mamandur Health Centre on the various components of professionalism. Hand outs had been given and the CRRIs actively did role play in conveying all the 13 principle and responsibilities comprising professionalism.

They include 1) Principle of patient welfare 2) Autonomy & Consent 3) Social justice 4) Professional Competence 5) Honesty 6) Confidentiality 7) Doctor patient relationship 8) Quality of care 9) Access to care 10) Distribution to finite resources 11) Scientific Knowledge 12) Managing Conflict Interest 13) Professional responsibility.

Both the above workshops for nurses and then CRRIs students were based on Flipped classroom model. It was equally heartening to note that the Student council members distributed pamphlets depicting the 28 articles of Universal Declaration of Bioethics to delegates numbering 500.

The faculty of doctors, CRRIs students and Nurses did understand Bioethics to a large extent and had given a good feedback. However, it has to be taught on a regular basis right from first year not only for MBBS students but also for all health care providers of all disciplines including dental, pharmacy Physiotherapy and Occupational therapy and so on.



Dr.P.Thangaraju, Advisor Faculty Development and Head INBC SRM University, presenting a memento to Guest speaker Dr.T.N.Ravisankar President Elect IMA Tamil Nadu State Branch, in the presence of Dr.K.Sridhar Pro Vice Chancellor Medical.

Founder's Birthday... where Passion meets Sports

SHUBHENDU TEWARY

All India Inter Collegiate Championship- Founder's Birthday Trophy 2016, a sports festival was a part of the celebrations that took place under Founder's Day. Founder's Day was celebrated on 24th August which is the birthdate of SRM's founder T.R. Pachamuthu. It was organised by The Directorate of Sports recently.

The tournament witnessed nearly 100 teams from colleges all over India participating in a plethora of events. The events were a blend of both individual as well as team sports: Basketball (Men & Women), Ball Badminton (Men & Women), Volleyball (Men & Women), Badminton (Men&Women), Kabaddi (Men), Tennis (Men& Women), Chess (combined), Athletics (Men & Women), Table Tennis (Men & Women), Football (Men), Hockey (Men) and Cricket (Men) Championship. The players participated with best of the spirits and displayed

the spirit of sportsmanship. The passion for sports was conspicuous in their flair and commitment, beside which the prizes worth ₹ 6 Lacs was more of an added incentive. On August 26th, the awards were distributed by Dr. T.R. Paarivendhar, Founder Chancellor of SRM University. The Chief guest, Shri Subramanian, director estates, SRM University, encouraged the participants with his presence on 25th August. On the final day, Dr. G. Kishore, Principal of Lakshmibai National College for Physical Education (LNCPE) and regional director Sports Authority of India (SAI) gave the valedictory address, who again appreciated the participants for their game and sportsmanship.

The events concluded with the felicitation ceremony presided by Prof. N. Sethuranam, Registrar, SRM University. Being the highlight of our founder's birthday, the event proved to be yet another success.



Inaugural function started with Tamil Thai Vazthu

Eclectic 2k16 Technical symposium

STAFF REPORTER

Eclectic 2k16, a National level symposium was held recently. Proved to be a very joyous event for the ECE department. The grand success was due to the team effort mixed with co-operation and commitment from each one involved in it. Working for eclectic was an amazing experience and taught

us several things along the way. The intense hard work of the teachers and students made it possible for this grand event to take place and win the hearts of all. It has left us all with very fond memories.

The honorable chief guest for the occasion was Mr. R. Balamurugan, Vice President, Engineering and R&D Service Group, HCL Technologies limited.



SRM Badminton Team won Kongu Trophy



SRM Table Tennis Team won Kongu Trophy



SRM Kabaddi Team won State level Open Tournament



SRM Volleyball men Team won vollys Trophy