

The campus newspaper of SRM University

SPECTRUM

It pays to learn with a global touch

By A Spectrum Reporter

A global perspective in education is perceived as the need of the hour, perhaps like never before in India. And nowhere is this realised better than at the SRM University, Tamil Nadu.

How has this institution that has been around for over four decades achieved so much in so short a span of time?

It all began in 1968 when the Valliammai Society decided to set up a primary school in Chennai. Christened after the legendary Florence Nightingale, the school soon turned into an excellent centre of education, fostering and mentoring scores of students who stepped into its portals. Today, after 40 years, the SRM Nightingale School, which forms the cornerstone of the SRM Group of educational institutions, has much to be proud of, by way of the achievements of its students, both past and present.

An extraordinary man

When the founding chairman of the SRM Group, Mr. T R Pachamuthu, set up the Valliammai Society in honour of his mother Ms. R Valliammai in 1968, he had a dream to follow and a vision that would guide him down the years. A vision that one day would make his brainchild emerge as a world-class institution that would be engaged in creating and disseminating knowledge that will be power, in its truest sense, which in turn would enable those walking out of its portals to serve the country and the world at large to the best possible extent.

The Chairman, who is also the Chancellor of the University, does not believe in merely

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Dr. A.P.J.Kalam during *Aarush'07* at SRM University

SRM initiates talks with MNCs for direct dollar placements

By Mark Nathan

In a pioneering move, SRM University will offer direct placements in foreign countries to its students through campus interviews by MNCs, as is being done in IIMs, University Vice-Chancellor Prof P Sathya-narayanan announced recently.

Talking to Spectrum after the placement awards function in Kattankulathur, during which 1639 students from various departments of SRM University were given placement letters in about 125 companies, he said the MNC package would not be in Indian rupees but “in US dollars.”

He said the University had already initiated talks with MNCs who did not have any base in India to appoint SRM students through campus interviews. “We are talking with the Japanese financial firm Rakautan and the manufacturing company Kyushu. To begin with, we are planning to get placement for ten students from IT branches in each of the two companies. The placed students will work abroad,” he added. Prof Sathyanarayanan said SRM would be the first university in the private sector to go for direct placements

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Two from SRM chosen for India

SRM to offer 100 students chance abroad

Faculty exchange programme also planned

By K Kunarasa

Come 2008, a hundred students from SRM University will leave for foreign universities on scholarships from the University to expand their horizons of knowledge. To make this possible, the University has reached an understanding with some universities in France, Britain, Australia and America.

Speaking to Spectrum about the University's plans for 2008, the Vice-Chancellor of SRM University, Mr. P. Sathyanarayanan, said that a faculty exchange programme was also being drawn up. Experts in Information Technology have been visiting the University. These visiting faculty members from America, Canada, New Zealand and Germany have shared their experiences and knowledge with the students opening up new vistas to them. The University is also

planning to increase its intake of foreign students. "We already have students from Japan, China, Ghana, Sri Lanka and other countries doing various courses in the university and they have found that we offer quality education," he said.

With a view to help its students, the University has entered into an agreement with a computer company to provide laptops with Wi-fi facility for 1550 students at a low cost. In the next few weeks, 700 students will get laptops. And for students who still cannot afford them, laptops will be lent to them so that they do not lose out on the benefits of the latest technology.

The university is starting a printing technology course in Tamil from the next academic year. A state-of-the-art printing press at a cost of Rs. 35 crore has been got from Germany. This will help make this course a hands-on learning exercise.

SRM, with ISRO, to launch micro satellite by 2010

By Anuj Srivas

"SRM University has plans to design and develop a micro/nano satellite within the next couple of years with ISRO," said Mr Narayan Rao, the University's Director of Research, at the Small Satellite Project meeting held at Kattankulathur recently.

The whole engineering faculty, and specifically, the Departments of Mechanical, Aerospace, Electrical, and Chemical Engineering will play a major role in achieving this goal. "It will provide exciting and challenging opportunities for the students," he added.

Dr. D.A.V. Murthy, Project Director for Satellites – ISRO (Indian Space Research Or-

ganisation), explained that ISRO in collaboration with SRM University would send up either a micro- or nano-satellite into space with a specific payload in mind. Stressing the fact that the students were the main think tank behind the project, he said all the Departments would have to work together in cohesion to meet the deadline of SRM University being able to launch a satellite by 2010.

With the help of a slide show presentation, Dr. Murthy explained the past achievements of ISRO, and what it plans to do in the near future. He went on to enumerate the basic features of a satellite, what it would take to design and structure one, what would be its various uses to society.

SRMites who made it big!

Meet some of our success stories

By A Spectrum Reporter

"Like every SRM student says after being placed or getting a job, I too can say 'I got placed', but I am sure you can see the difference SAP has got into this placement."

So says Sahil Maheshwari, B.Tech graduate and SRMite. And the reason for his exuberance? He is now employed as an Applications Engineer in the Logistics and Supply Chain Development Group, Oracle Inc.

The job has its perks and Sahil's compensation of a cool \$89000.00 (~INR 42 lakhs) per annum would make anyone go green with envy. Better still is Oracle's granting him complete flexibility to pursue his studies – he can take up courses at Oracle University and also further his studies at Stanford.

"SRM's initiative of sending us to MIT has brought change in our lives and the way we think, perceive and react to situations. It has changed various dimensions of our life. I am happy that I had this opportunity and was able to get a job offer of my liking," says Sahil.

Congrats on your success, **Sahil!**

"We have completed our first quarter at UCD and as we move on to our second quarter, we are excited about our projects, as we will be doing them here. I wanted to thank you for your continuous support and encouragement and the wonderful opportunity provided. I am taking the projects for credits and I am taking just one more subject so that I can dedicate more time to the lab. Thank you once again."

- **Poornima,**
University of California Davis, USA.

Thank you for the mail. We have all settled well and good. Our regular classes are going on full swing. We have accustomed to study 20 hours, was hectic initially, but now getting used to it. The people here are extremely polite and helpful. Apart from academics we learnt that there is so much moulded to life. Its like the whole personality gets molded better. Though it requires a lot of work it feels good to be independent.

We will do well with your blessings!
- **Varshaa**
University of Wisconsin, Milwaukee, USA.

"Thanks to all your efforts we have all settled in well here. I just wanted to write in to tell you that I have been accepted for research work into one of the Bio medical Labs. Though I have to work almost 40 hours a week now, it seems pretty exciting."

- **Priyatha Premnath,**
University of California Davis, USA

If SRM University puts in place proper infrastructure, I will ensure an Asian Games medalist in 2022 : Hockey Olympian

Olympian Baskaran wants better sports infrastructure

-And SRM promises to provide it

By Mark Nathan

“If SRM University puts in place proper infrastructure, I will ensure an Asian Games medalist in 2022,” hockey Olympian V Baskaran recently said.

He was speaking after presenting SRM University scholarships to the tune of Rs 3.2 lakh to 46 (25 girls and 21 boys) poor but talented school-goers who have excelled in 14 different disciplines in sports and games and 18 (15 men and 3 women) Physical Education teachers and Physical Directors who have done meritorious service in the field of sports in schools.

Responding spontaneously, University Chancellor Mr. T R Pachamuthu said SRM was prepared to utilise Mr. Baskaran's services to produce a

medal winner from SRM University and take his advice on developing the necessary infrastructure. Expanding on this, SRM University Vice-Chancellor Prof P Sathyanarayanan said the university intended to set up a sports academy and a world class air-conditioned indoor stadium as part of its efforts to developing sports infrastructure.

The SRM University sports scholarship awardees would get Rs. 5000 every year till they completed Plus Two and if they thereafter chose to pursue sport and education hand-in-hand, SRM University would provide them free education and mould them to be top sportspersons who would also excel in education.

Mr Baskaran went on to point out the importance of

combining biomechanics in sport to assess the strength and weaknesses of sportspersons. He recalled how China produced 14 medal winners in Athens by following biomechanics guidelines. “This time they (China) are hoping for many more medals,” he said. But there are no biomechanics guidelines for sportspersons in India, he added. “The whole world is moving towards biomechanics in sport and it's high time that India too followed these practices to analyse the strength of its sportspersons,” he urged.

Pointing out that a majority of the Olympics medal winners in the United States were students, Baskaran said he would produce an Asian Games podium finisher from the batch of young scholarship award winners or from the SRM group of educational institutions if proper sports infrastructure was in place.



SRM earmarks Rs. 5.5 crore for social welfare projects

SRM University is known not only for its academic excellence but also for its contribution to social welfare. The university has earmarked Rs. 5.5 crore for social welfare projects. The Chancellor, Mr. T.R. Pachamuthu, told Spectrum that increasing this sum for the benefit of the poor was under consideration. He said that the university would continue to offer free education and scholarships for poor students. There are many poor students who lack opportunity for higher studies. The university

has been identifying such students, including Sri Lankan Tamil refugees and the tsunami-affected, who desire education and has given them seats. There are more than 80 villages surrounding SRM. Many schools in these villages lack basic facilities. SRM provides assistance to such schools. Teachers have been appointed at SRM's expense in many schools which lack teachers. SRM also does social service in other sectors. Here are excerpts from an interview K Kunarasa had with the Chancellor.



Chancellor
Mr. T.R. Pachamuthu

Q: What is the status of SRM today?

A: SRM has been conferred the status of a university under section 3 of the UGC Act 1956. Therefore, we function with full academic freedoms. However, many sister institutions are yet to come under the university umbrella.

Q: What are the steps being taken to develop the university?

A: We have signed MoUs with many foreign institutions

of repute. We have come to an understanding with top universities in America, Canada, Britain ... in 19 countries in all. We thus are able to maintain international academic standards.

Q: What about placements?

A: Many organisations come forward to employ our students. About 75% to 80% of the graduating students get offer letters from the industry every year. We also motivate students to make themselves

self-employable. Programmes are on the anvil to give the students the needed confidence.

Q: Is the university concerned about social welfare?

A: The university has earmarked Rs. 5.5 crore for social welfare projects. We have helped many village schools around the university campus. We have also helped the tsunami affected. We have offered free education for the poor. We have distributed free

farming tools to the needy. In our hospital we conduct free surgeries for the have-nots, besides free treatment for outpatients.

Q: Any plans to help foreign students?

A: We already have many foreign students. Many from America, Thailand, Korea, China and Sri Lanka are pursuing various courses in our university.

Q: What are SRM's future plans?

A: We are striving to make this university model for other universities to emulate. We wish to make it a full-fledged, multi-disciplinary university, which it already is developing into to some extent.

We are striving to make this university model for other universities to emulate. We wish to make it a full-fledged, multi-disciplinary university...

Research scholar selected to attend international workshop on stem cell research

By A Spectrum Reporter



Ojas

Ojas Mahapatra, a research scholar in the Department of Nanotechnology, SRM University, has been selected to attend a prestigious workshop and summit on stem cell research in Sheffield, UK, in July 2008. The organisers have selected only 16 people worldwide based on their resumes.

In the last three months, Mahapatra wrote four research papers, two of which have been selected at the international level and two are under review. One of the papers titled Atomic Force Microscope studies of the Morphology of carbon nanostructures grown by RF plasma enhanced chemical vapour deposition (RF-PECVD) has been selected for publication in the Journal of Scanning Probe Microscopy, published by American Scientific Publishers, USA. This paper deals with the forma-

tion of carbon nanostructures using equipment called RF-PECVD in SRM's Nanotechnology Research Centre. The equipment uses Argon Plasma to disintegrate methane and form carbon in various forms like tubes, fibres and nanoparticles. Using a catalyst, nanotubes can be grown on a substrate. A second paper titled Study of effects of toxin on receptors of mammalian brain tissue using iron nanoparticle-toxin conjugate has been selected for presentation at the 4th International Conference of Bioengineering and Nanotechnology scheduled to be held in Dublin, Ireland. This paper deals with the synthesis of iron nanoparticles and their conjugation with a toxin (name not disclosed). The conjugate can be used to map the region in any mammalian brain where the toxin accumulates or acts.

Two other papers titled Antibacterial effects of CuO nanoparticles and Wet chemical synthesis of ultrafine dispersion of CuO nanoparticles are under review for publication in the Journal of Bio-nanoscience and Materials Chemistry and Physics. Mahapatra has been working in areas of Nanobiotechnology to develop diagnostic kits. Currently he is working on establishing the anti-microbial effects of nanoparticles.

SRM trio soar into the blue yonder

By Nivedita

Three students of the SRM School of Engineering and Technology, Mr. B Giridhar, Mr. V Arun and Mr. G.K Gokulraj, soared high at Wings 90, a national-level tech fest held at IIT Mumbai recently by winning the Best Design Award for the sailplane (or glider) they made. There were 90 teams from all over the county in the competition.

The three are third year students in the Department of Mechanical Engineering.

After winning the award, the trio thanked their gurus, Mr. Radha Kamalakaran and Mr. Shiva, for their help and support. Both mentors are professional aero-modellers, with Mr. Kamalakaran having over 50 years' experience.

He has built over 30,000 gliders so far. The two provided the students with balsa and a remote control set.

Among the three, Mr. Gokulraj was the pilot, Mr. Giridhar the team leader and Mr. Arun the chief designer of the sailplane they named 'The Glider'.

They constructed this hand-launched glider in ten days flat, using balsa wood for the frame and Monocote, an outer plastic sheet, for covering. They were the only team to have a fuselage (triangulated) design, which is best because it reduces the weight of a glider and also makes it very aerodynamic. They spent Rs.36,000 to build the glider.

There were two rounds in the competition – the pre-

liminary and the final. In the preliminary round, the judges examined the construction details and gave the green signal for the glider to fly in the final round. In the final round, the pilot had to land the glider near the predefined spot that was approximately 40 metres away.

"We wanted to do something new on our own and we are happy that we succeeded. We feel that more students should participate actively in the various tech fests. It will enhance their creative and innovative skills," the award-winners said and added "You get to learn a lot from such programmes and you can gain much from practical experience, which is of utmost importance in day-to-day life."



Mr. Giridhar, Mr. Arun and Mr. Gokulraj displaying their best designed glider plane.

Sauvik & Himanshu win prize for paper on carbon nanotubes

By A Spectrum Reporter



Sauvik

Two second year students of the Department of Instrumentation and Control Engineering, Faculty of Engineering and Technology, SRM University, Kattankulathur recently won the first prize for their paper titled Carbon Nanotubes at 'Interface 08', a national-level techno-management event organised by the Department of Electronics and Instrumentation, GITAM University, Visakhapatnam. Speaking to Spectrum, the two students, Mr Sauvik Das Gupta and Mr Himanshu Shekar, said,

"The social relevance of carbon nano-tubes is significant. Nitrogen dioxide (NO₂) is a major pollutant in the industry today and carbon nanotubes are the main active channels to minimise the impact of NO₂. In India and abroad, research is in an advanced stage in this sector and the benefits can be felt in industries like petro-chemicals, power, iron and steel, and automobile." The two students hope to do research in the field of nanotechnology after B.Tech.



Himanshu

It is time for us to stand and cheer for the doer, the achiever, the one who recognizes the challenge and does something about it. - Vince Lombardi

SRM announces scholarships for district and State toppers

By T. Premananth and Mark Nathan

SRM University will offer full scholarships to the District and State toppers at the higher secondary level in Tamil Nadu.

SRM University Chancellor, Mr. T.R. Pachamuthu, made this announcement at the 'SRM scholarship 2008' event on Kattankulathur campus recently. Last year, the University spent over Rs. 5 crore on scholarships, but this new initiative will take SRM's annual scholarship budget to Rs 8 crore.

Union Minister of State for Environment and Forests Namo Narain Meena, who presented scholarships to SRM students, welcomed SRM's new initiative. He said such measures would complement the efforts of the Central government to enhance access to higher education.

The university has formed a committee which will include the Vice Chancellor of Barathidasan University, Dr. Ponnaivaiko, and the Director of Government Examination in Tamil Nadu, Mrs. Vasanthi Jeevanandam, to select the top two rankers in each district. Vice-Chancellor, Prof. P. Sathyanarayanan said: "Every year, 25 students, who are top rankers in SRM Engineering Colleges entrance exam are awarded full scholarship, including free tuition, hostel, food and transport under the Founder Scholarships programme. Fifty other students who excel in the examination get scholarships to half the value. Another 50 get admission scholarships." SRM also offers full scholarships for more than 150 students under the sports quota.

SRM's gesture

The district toppers in Plus Two examination held this year would have the option to join any government engineering college and the entire fees for the four-year course would be borne by the SRM University.

Second option

The other option they have is that they can join the SRM University Engineering course and the total fees, i.e., Tuition fees, Hostel Fees, Mess Fees, would be waived and over above this the meritorious student would get a monthly cash assistance of Rs.1000/

CBSE Schools too

Speaking to Spectrum after the awards function, Prof. P. Sathyanarayanan, Vice-Chancellor, said that the University has plans to offer a scholarship to one topper in each State from CBSE schools on the same grounds as applicable to Tamil Nadu. Discussions are on with the CBSE on this offer.



Union Minister Mr. Meena handing over a scholarship certificate to a student of SRM



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For details regarding M.Tech, MBA, PGPM and MCA visit www.srmuniv.ac.in

♦ Also offered at Ramapuram Campus, Chennai

* Also offered at Modi Nagar Campus, Delhi

* Also offered at Trichy Campus, Trichy

IMPORTANT DATES

- Issue of applications - 28 Jan 2009
- Last date for receipt of applications - 7 April 2009
- Entrance Examination - 3 May 2009

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Ph: +91-44-43969999/24742836 Fax: +91-44-24748925

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Uttar Pradesh - 201 204. Ph: +91-1232-234301/2/3/4/5 Fax: +91-1232-234308/9

Email: dean@admissions.srmuniv.ac.in For details log on to www.srmuniv.ac.in

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Enter a world where opportunities know no boundaries

With academic excellence, global linkages and industry connections, SRM gives you the perfect launch pad for a global future.



SRM University is one of the largest universities in India with four decades in quality education with international standards.

ACADEMIC EXCELLENCE: A constantly evolving curriculum with eminent professors from India and abroad.

DIVERSITY OF STUDENTS: 80% of students are from outside Tamil Nadu, with international students from Canada, France, China and the UAE.

SEMESTER ABROAD PROGRAM: 104 students were sponsored in 2008 to a semester at MIT, Carnegie Mellon, UC Davis, Wisconsin and Western Australia.

INTERNATIONAL ADVISORY BOARD: 36 eminent members from leading universities help build global excellence.

FOREIGN FACULTY: Several full-time international faculty members bring in a unique learning experience.

CORPORATE ADVISORY BOARD: Builds in practical perspective to keep with industry trends.

PLACEMENT: 1,410 students placed in 2008. Leading recruiters include TCS, Wipro, Cognizant, Infosys, Microsoft, Oracle, Citi and ICICI. Top salary was US \$ 89,000.

ACCREDITATION: A grade equivalent to 5 stars by NAAC and other competent authorities.

SCHOLARSHIPS: Total scholarships upto Rs. 6.3 Crores. (1) 90% in CBSE / ICSE and 95% in State Board get up to Rs 75,000 (2) Founder's Scholarship - full waiver on tuitions, books, hostel and mess, plus Rs.1,000 per month to top rankers of states, SRMEEE, JEE and AIEEE, sportspersons, economically challenged, minority and the differently-abled. To apply, log onto www.srmuniv.ac.in.

LOANS: On-the-spot sanction of bank educational loans during counselling.

WORLD-CLASS INFRASTRUCTURE: Spread over 350 acres, includes smart classrooms, hi-tech labs, modern libraries, Wi-Fi campus, sports and hostel facilities.

HOW TO APPLY: There are three ways (1) Get application form for Rs.750 by cash / DD favouring SRMIST, payable at Chennai, from the university / HO / branches of SBI, Indian Bank, City Union Bank, Karur Vysya Bank, Axis Bank and Post Offices (details on SRM website). The filled in application to be sent to the Dean (Admissions) (2) Download application from www.srmuniv.ac.in, fill and send to Dean (Admissions) with DD of Rs.750 (3) Can also apply online.

ELIGIBILITY: B.Tech - A pass in 10+2 or its equivalent and (a) for all programs: Minimum 60% aggregate in mathematics, physics & chemistry (b) for Bioinformatics, Biomedical Engineering, Bioprocess Engineering, Food Process Engineering, Biotechnology and Genetic Engineering: Minimum 60% aggregate in biology, physics and chemistry. For other courses, visit www.srmuniv.ac.in



SRM

UNIVERSITY

(Under section 3 of UGC Act 1956)

Fun quotient

Take a break and get recharged

By A Spectrum Reporter

No doubt that as a SRMite, you'd find the University's curriculum to be highly demanding; the pressure of it can get to the best of students. Fun, as you might well know, can be the best remedy in such trying times. And at SRM, you will discover the right mix of students to have a whale of a time.

Have fun together!

You shall have a number of clubs and associations, as varied as your interests, to choose from, at SRM. They include yoga, meditation, community service, music, debate, poetry and more. The photography club, literary club and the mathematics club have proved themselves to be the most sought after, over the years.

Healthy breaks

You can take time off from your studies and keep fit by taking advantage of the well-equipped gym. Should you need advise, professional trainers will offer expert guidance. Swimming and horse riding are also options you can check out. The campus also has an outdoor jogging track as well as cycling range.

Come, be a sport!

Open grounds and facilities are present in the campus to encourage the athlete in you. Coaches at SRM guide and nurture talent who are further encouraged with cash incentives and sponsorships.

SRM's student athletes have won for us many a laurel over the years. The SRM cricket team, considered Tamil Nadu's numero uno, represents the state in the prestigious Ranji Trophy tournament.

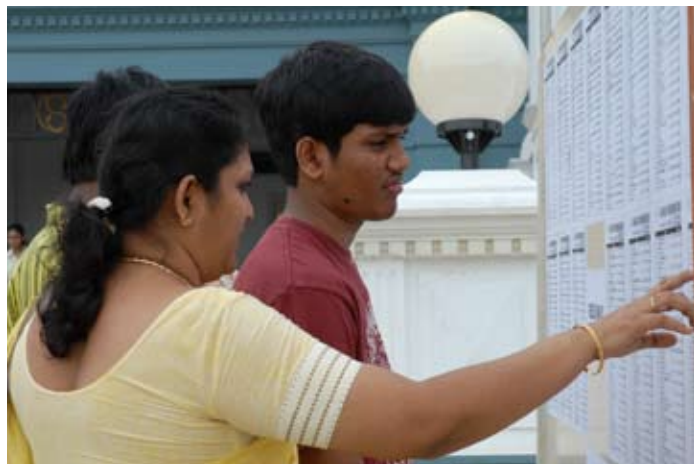
The University started its foray into athletic events in 2005 with the SRM Junior Athletics Championship at Nehru Stadium, Chennai. The SRM Sports Academy was also set up to raise the standards of our athletes to global levels; the Sports Medicine Centre was later introduced as part of the Academy.

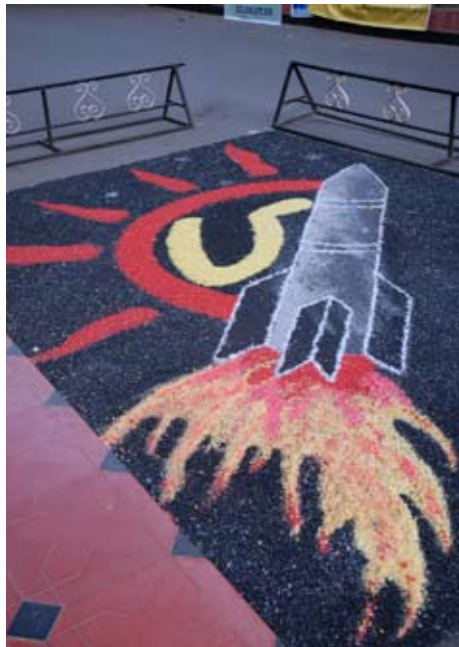
Aarush '07

A one-of-its-kind annual tech festival, Aarush '07 drew participants from across leading engineering colleges and universities. It acted as a common platform for students and academicians to interact and share knowledge.

Milan '08

50-plus colleges participated in SRM's first ever national cultural festival – Milan '08. Melody queen Asha Bhonsle stole the thunder as she belted her popular numbers. Kollywood heartthrob Priyamani was the cynosure of all eyes during the one hour valedictory function. The best team awards were won by the Women's Christian College, SRM University and Loyola College, in that order.





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abroad.

Union Minister of State for Human Resources Development, Ms Daggubati Purandeswari, was the chief guest at the placement awards function and she formally presented their offers to some of the students. The pay packages ranged from Rs. 3 lakh to Rs 6 lakh per annum with 85 per cent of those placed being IT students. About 95 per cent of the total students registered (1,800) received placement offers, Prof Sathyanarayanan pointed out.

TCS made the maximum number of placement orders, offers being made to 540 students. This was followed by Cognizant (234), Keane India (90), Infosys (79), HCL (71) and Mind Tree (65). "Campus recruitment results are still awaited from companies like ICICI Bank. More MNC recruiters, like Cap-aro Group, are expected. We will reach 100 per cent placement, Prof Sathyanarayanan confidently stated. Last year, 1,215 students were placed in 135 companies. Prof Sathyanarayanan attributed the high placement rate to the University's efforts to improve the employment capability of its students by introducing personality development courses to make them industry ready.

"We will embark on more such activities so that the students get higher packages and better placement in major companies," he said and added that the University had also suggested offering training to fourth year students to suit the needs of particular industries. "This will also reduce the training period in companies and make the learning curve much less," he said and hoped that this idea would appeal to the companies from the coming academic year.

University Chancellor Mr T. R. Pachamuthu, expressing his delight at the recruitment levels, said that SRM would be able to persuade companies next year to increase the salary package.

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covering academic curriculum; he insists that practical skills are equally important in today's global scenario to ensure that his students stand out.

Creating empires of the mind

The success of the primary school soon led to bigger things. The Valliammai Polytechnic took shape in 1984, followed by the SRM College of Engineering & Technology at Kattankulathur, a year later. Over the next few years, quite a few SRM centres of learning materialised, each of which soon came into its own with resounding success.

The year 2002 was a watershed year for the SRM Group when the SRM College of Dentistry was awarded the coveted status of deemed university by the Ministry of Human Resources and Development, India. The following year, the engineering and later the medical and paramedical colleges of the Group soon found themselves under the ambit of the SRM Deemed University. Their passion for creating academic excellence soon allowed other group colleges to follow suit.

As for credentials, the University is approved by the University Grants Commission and is also accredited by the National Assessment and Accreditation Council.

So what makes SRM tick?

Whatever SRM does, it does with a global perspective, a fact that is amply vouchsafed by its numerous tie-ups with foreign universities abroad. The University is also in the process of being accredited by the Accreditation Board of Engineering and Technology, USA. Four exceptional campuses to choose from, expert faculty, active learning methodologies, special student enrolment programmes etc are some of the key factors that have rendered the University a most preferred educational institution, both within India and abroad.

World-class facilities

Each of its 30,000 plus students today have access to

world-class facilities like a central Library (with nearly 1 lakh volumes on the shelf) and digital library that allow them to learn as students do across the globe.

Opportunities abroad

To further add a global touch to its teaching process, the University has initiated special student enrolment programmes, wherein students pursuing engineering, biotechnology and management courses at SRM are chosen for internships based on their overall cumulative grade point average.

The University has active tie-ups in this regard with

deepen the understanding of another culture, and share new curriculum pedagogy and experiences in home, classrooms and laboratories upon our return with our fellow colleagues."

On the other hand, SRM has professors from universities of repute in USA, UK and Canada, teaching onsite full time.

Innovation is the byword when it comes to SRM's collaborative education programmes - the University regularly enters into MoUs with only leading industry bodies and organisation.

Cutting edge learning meth-

placement as high value graduates. This interaction is a two way process.

The University offers employees of industries, tailor-made continuing education programmes in engineering that help them to upgrade their knowledge level.

An On-site Education Development Programme (OEDP) agreement was signed with NOKIA for awarding B. Tech. (ECE), B. Tech. (Mechatronics) for their employees holding diploma.

M/s. Heritage Property Private Limited, Chennai, is providing financial assistance of Rs. 3 Lakhs for UK-India Education and Research Initiative (UKIERI) funding for a delivery-full award in M. Tech. (Sustainable concrete) under collaborative programme by School of Civil Engineering, SRM University with University of Dundee, Scotland, UK.

Cognizant Technology Solutions (CTS), Chennai, signed an MoU for conducting symposiums, workshops, faculty training, visiting faculty scheme, and to conduct "EVOLVE" workshop to enhance employability skills of the students.

On the other hand, companies like Infosys, Wipro and Cognizant offer our students training programmes, currently available during their fourth year, which makes them industry ready and reduces their learning curve after recruitment.

Rewarding the deserving

The University has lined up quite a few scholarships which are granted to meritorious and deserving students. The alumni associations too play an active role by offering scholarships annually. If one thought it's just studies that SRMites have on top of their mind, well, one is wrong, for fun and frolic play their own role in the campus. The academic calendar is amply spiced up with events and festivities that are welcomed and participated in with great enthusiasm and gusto by students.



prestigious institutions like the MIT, Carnegie Mellon, University of Wisconsin - Milwaukee, UC Davis, UC Berkley, North Eastern University, Sunny Buffalo and University of Arkansas.

Apart from the students, the faculty at SRM is also gaining international exposure, which in turn is useful while coaching students in India. Says Dr.Malarvizhi, HoD of the Department of ECE, "Myself and my colleague Dr. A. Vimala Juliet went to the University of California under Faculty Abroad Programme. The programme gave us a unique opportunity to improve our teaching skills,

ods and aids are incorporated in the curriculum. This is mainly because SRM University gives priority to the feedback received from industry leaders, eminent academicians as well as our own students and faculty. Not only that, the curriculum is guided by research experts from the centres of excellence.

Industry institute interaction

Industry institute interaction has a great bearing on the engineering curriculum besides giving our students valuable exposure to industrial atmosphere and contributing to their subsequent



SRM alumni to rope in top companies for placements

“ The International Advisory Board (IAB) and a Corporate Advisory Board (CAB) will interact with the faculty and students to help set the curriculum, lab facilities and research facilities.



Prof. Muthusubramanian

The heart of the matter

Get involved in cutting-edge research and innovation

By A Spectrum Reporter

Research has always been a top priority with SRM University. You will be encouraged to innovate with all the infrastructural support you may need. Each department is well-equipped with state-of-the-art labs and other facilities essential to handle high-end research.

Research at SRM takes two forms, i.e. academic in nature as well as funded R&D projects. While the former applies to scholars seeking doctorates in various disciplines, the latter involves students and faculty who wish to take up deeper research or projects that demand funding.

Currently, more than a hundred scholars are pursuing their Ph. Ds at SRM; so far over 1000 papers have been authored and published by both students and faculty, many of which have been selected for presentation at various national/international conferences like the European Management and Technology Conference, Rome.

A recent success story in academic research was the project titled ‘Re-development of the Central Jail, Bangalore,’ authored by Prabhu Prashanth, a B. Arch student; it was selected as one of the top ten project theses in India.

In case of funded research, SRM’s research centre may arrange for grants under the categories specified by government and private research funding programmes alike the UGC, DRDO etc. SRM is also in the process of obtaining funds from international agencies like the National Science Foundation; a grant worth Rs 4 crore was acquired recently for research by the School of

Bio-Engineering.

SRM also funds on-campus research by students through ventures like the Nanotechnology Centre of Excellence. A service-oriented projects scheme is also in place that encourages students to take up R&D of socially useful products.

A notable achievement: 5 of our enterprising students designed and built the ‘Streeter Macaque’ that clocked 16.15 seconds in a road test, set a record as the ‘Fastest Gravity-powered Vehicle’ and walked away with the ‘Best Innovative Design Award.’

Centre of excellence

In order to maintain the effectiveness of any process, quality management is an absolute must. SRM’s Total Quality Management (TQM) centre was established in collaboration with the Tokai University, Japan, and the Japanese Union of Scientists and Engineers (JUSE). The research conducted herein is managed by global experts in quality management as well as postgraduates who are arguably the best-of-the-breed.

Research centre

This centralised research centre was developed as nanotechnology began to come into its own as a prominent field of research. It is managed by a well-qualified and experienced faculty drawn from leading institutions like the Trinity College, UK, Caltech, USA and nearer home, the IIT, Madras.

SRM’s current areas of focus include Nano-structured materials, Stem Cell Research, Drug Delivery & Controlled Release Systems, to name a few.

From its Semester Abroad Programme and scholarships to introducing new courses, SRM University is innovating every year. It has sent around 100 students to foreign universities under the Semester Abroad Programme this academic year. Talking to *Spectrum*, Prof. R. Muthusubramanian, Dean (Admissions), explained about the admission strategies for the academic year 2009-10, the introduction of new courses, scholarship facilities and placement strategies of the University. Excerpts from the interview:

Question: What are the admission strategies for academic year 2009-10 ?

Answer: We will be following the same strategies that we did last year. Admissions will be made according to the performance of the students in the SRM Engineering Entrance Examination. This year the entrance exam for B.Tech and M.Tech will be held on different days, unlike last year. Also, there will be negative marking this time; 0.25 marks will be deducted for every wrong answer.

Q: Is the University introducing any new courses in the Faculties of Engineer-

ing and Technology, Science and Humanities, and Medicine?

Ans: Two new courses have already been started in the B. Tech category – Geo Informatics, and Computer Science and Software Engineering. There will be seven new courses in M.Tech – Database System, Food and Nutrition Biotechnology, Information Security and Cyber Forensics, Knowledge Engineering, Multimedia and Control Engineering, and Geo Technical Engineering. Five new courses have been started in Medicine – Bachelors in Audiology and Speech Language Pathology, Optometry, Medical Laboratory Technology, Medical Record Sciences and Masters in Public Health. In Science and Humanities, Master’s in Mass Communication, Bachelor’s in Film Acting, Diploma in Film Technology, three new PG programmes and PG Diploma Programmes are being introduced.

Q: Are you planning to increase the number of seats in the three faculties?

Ans: As of now, we have no plans of increasing the number of seats.

Q: There is a global downturn in the job market.

What are your new placement strategies?

Ans: The University has constituted an International Advisory Board (IAB) and a Corporate Advisory Board (CAB). The IAB has experienced persons from academia and industry. The CAB has top executives, presidents, vice-presidents and CEOs of different companies. They will interact with the faculty, students and the officials of the University to help set the curriculum, lab facilities, research facilities and staff and student exchange from foreign universities. SRM has alumni in almost all parts of the world. They will help rope in big companies for placement. Last academic year there was almost 100 per cent placement. And in the current batch, 45 per cent of students have already been placed.

Q: Your advice to prospective students?

Ans: If students join SRM, they are assured of a job. So they should sincerely prepare for the SRM entrance exam. If they score good marks in the entrance exam, they will get to study a subject of their choice.

More faculty, new grading system for engg. students

By Aditya Panja and Rajapavithra

Dr P.K.A. Muniswaran, who recently took over as Director, Faculty of Engineering and Technology, SRM University, told *Spectrum* that he is planning to recruit more faculty for the engineering stream, balance their workload, award promotions to deserving teachers, provide incentives to those bringing in research funds from outside, implement a strict dress code for engi-



Dr. Muniswaran

neering students, and introduce a new grading system in place of the present marking process. All this would take place this academic year itself, he said.

Dr Muniswaran stated that with these measures he hoped to ensure that students stepped out of

the institution as complete professionals. He would also take all steps to improve the placement record in the Faculty of Engineering and Technology from the present 60 per cent to at least 80 per cent in the coming years. Dr Muniswaran, a gold medalist in chemical engineering from the University of Madras, earlier worked with the Manipal Institute of Technology.



Ms Prince

Santhi Prince wins Periyar Maniammai Best Teacher Award

By A Spectrum Reporter

Ms Santhi Prince, an Assistant Professor in the SRM University, had been selected to receive the Periyar Maniammai Best Engineering College Teacher Award 2008-09, Dr N Sethuraman, Registrar, announced in a statement to Spectrum.

Ms Prince, who is working in the Department of Electronics and Communication Engineering (ECE), Faculty of Engineering and Technology of the University, will shortly receive the award instituted by the Tamil Nadu and Puducherry Chapter of the Indian Society for Technical Education (ISTE), New Delhi.

Ms Prince is expected to get a cash prize of over Rs 1 lakh and a citation for her service to the growth of technical education in Tamil Nadu and Puducherry.

Similarly, ISTE had selected N Sreedharan, S Subash Kanna and S Venkatachalam, who recently passed out from the Department of ECE, SRM University, to receive the *Manakula Vinayakar Engineering College Award For Best Engineering College Students Projects Award* for their project titled Wireless Railway Gate Monitoring and Controlling Using WAP.

‘As a mark of appreciation, the SRM University will soon honour Ms Prince and the three students with a cash award of Rs 10,000/- to each of them,’ announced Dr Sethuraman.

Alumni meet to celebrate 15th year of graduation

By Dr. Deeptha Thattai

The 1989-93 batch of the SRM Engineering College celebrated their 15th year of graduation on the SRM University campus recently. The alumni wanted to honor the teaching and non-teaching staff who were at SRM during their period of study and invited all of them, numbering 68, to the get-together which drew 26 alumni and their families.

The alumni were happy to meet all their professors and reminisced about their time in College and about life after College. Many of the alumni were of the view that the edu-



The SRM Alumni with the Chancellor, Vice-Chancellor and Registrar

cation and experience they had got in SRM were one of the best and had helped them in their working years. Both the Chancellor, Mr. T.R. Pachamuthu, and the Vice Chancellor, Prof. P. Sathyanarayan, interacted with the alumni and enquired about their work. The Chancellor asked the alumni to contribute to their alma mater through scholarships, endowments etc. The Vice Chancellor wished for more interaction between the University and the alumni and hoped they will have the same type of function every year. Mementoes were presented to the alumni on behalf of SRM. The alumni presented mementoes to all the teaching and non-teaching staff they had interacted with during their college days.

The alumni were amazed to see the growth of the Kat-

SRM first Indian University to sign MoU with JUSE for TQM courses

By Mark Nathan

The Centre of Excellence in Total Quality Management (TQM), set up by SRM University, recently signed an MoU with the Union of Japanese Scientists and Engineers (JUSE) to develop educational and training programmes in TQM.

Though JUSE has signed agreements with various agencies, SRM University is the first educational institution in India to sign an MoU with JUSE, the world's most important highest international body dedicated to the cause of knowledge dissemination and the state-of-the-art techniques on TQM.

After exchanging the MOU, SRM University Vice-Chancellor, Prof. P. Sathyanarayan, said that under the agreement both institutions would conduct academic programmes on quality management for students, teachers and working professionals at various levels.

SRM would also conduct quality management education, training, workshops and seminars for industries aspiring to apply for the prestigious Deming Award, an international quality award, for which JUSE does the audit. Under the agreement, SRM would



Vice-Chancellor Prof. Sathyanarayan and Dr Katsutoshi Ayano of Tokai University, Japan at the MoU signing function.

also provide consultation and counselling to raise local industries to the level of completing for the Deming Award, he added.

Prof Sathyanarayan said the TQM Centre of Excellence has been set up in collaboration with the Japan based Tokai University with Dr Katsutoshi Ayano of Tokai as its Chief Adviser. The mission of the Centre is to foster, nurture and develop state-of-the-art quality management principles and techniques by providing a common platform for exchange and dissemination of ideas, experience and expertise through regular industry-institution interaction, offering academic programmes in TQM, besides training and counselling industries aspiring for Deming and other interna-

tional quality awards.

‘SRM will act as the nodal agency for JUSE in Tamil Nadu and South India to help several industries trying to get international certification and the Deming Award,’ he said and added, ‘With a view to giving a fillip to TQM, SRM will start a four-semester M.S course in TQM from the 2008-09 academic year.’ Though BITS Pilani has a correspondence course for M. Tech TQM, SRM is the first University in India to offer a fulltime course, in addition to the certification programmes on TQM. The course content was prepared jointly by the SRM and JUSE. ‘We are also planning to introduce a full-time M. Tech course in TQM in the near future,’ he explained.

Varsity to set up an auto lab

By Mark Nathan

SRM University will set up an Automotive Laboratory and a Centre for Excellence in Computer Embedded Systems at its campus in Kattankulathur with an initial investment of Rs. 6 crore.

The Vice-Chancellor of the University, Prof. P. Sathyanarayan, announced this after the three day meeting of the 31-member SRM International Advisory Board (IAB). SRM is one of the first educational institutions in the country to constitute an International Advisory Board.

Prof. Sathyanarayan said that the Rs 4 crore Automotive Lab would be set up on the lines of the Sloan Automotive Lab at the Massachusetts Institute of Technology (MIT), USA, with the assistance of Prof Wai K Cheng of MIT, who is one of the 31-members of the IAB.

Several automotive industries and research organisations, including BEML, TVS Motors, the Pune-based Automotive Research Association of India (ARAI) and India Pistons, had held detailed discussions with Prof Wai and the faculty of the Department of Automotive and Mechatronics at SRM, he said.

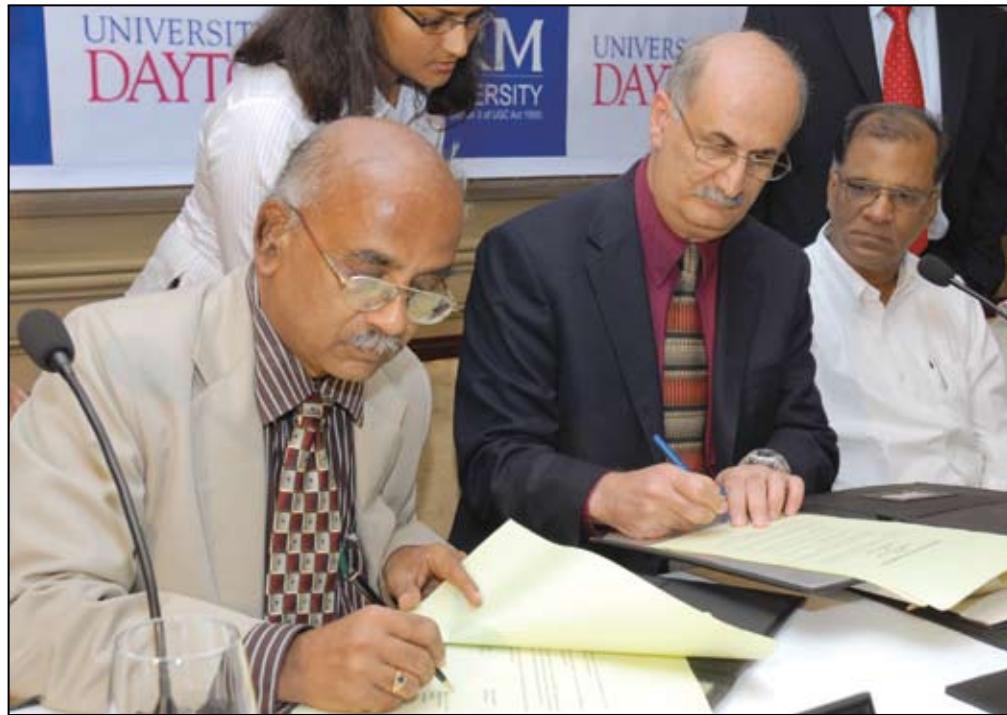
Be future ready!

By A Spectrum Reporter

In a fast-changing world, you need to be future-ready. You need to be abreast of developments as they happen, so that you can play your chosen role well. With this in mind, SRM University has formed close ties with leading institutions around the world.

These collaborations with foreign universities have resulted in numerous advantages that you will benefit by once you opt to join SRM. Various student exchange as well as twinning programmes shall further boost your opportunities like nowhere else. SRM's Memorandum of Understanding (MoU) with Queen's University, Canada in the area of population and public health is a good example.

Regularly organised symposia and conferences better your opportunities to keep in touch with global advances in science and technology. SRM students actively take part in these prestigious events by



SRM Registrar Dr. N. Sethuraman and Dr. Joseph Saliba of Dayton University exchanging the MoU document.

presenting research papers; many have been awarded for their work.

Industry leaders and eminent academicians from around the world serve on SRM's International Advisory Board (IAB), making joint research and study abroad possible. The IAB also interacts closely and

regularly with the University's Academic Council and Boards of Studies to ensure that the coursework is at par with the latest developments in education, business and science. SRM understands the value of working together, which is why the University set much store on carrying out research initia-

tives with its global partnering institutions. For instance, both medical and engineering faculties of the University are engaged in joint research with Queen's University, Canada in the sunrise area of fuel cell technology (engineering) and the Regional Health Registry in health sciences.

Personally speaking

SRM's faculty expresses a keen interest in the personality development of students, who are encouraged to gain a healthy thirst for knowledge and a will to succeed. Each faculty mentors a group of 20 students, guiding each student in their academic and personal lives, throughout the duration of their course.

As a SRMite, you will be given every opportunity for personal growth. You shall find career guidance if you are in search of higher education, placements or training.

A structured personality development shall be in place throughout the duration of your course. Your character traits shall be analysed through psychometric tests and shall be nurtured accordingly. Areas like life skills and etiquette shall be integrated into our credit-based system, contributing actively towards your graduation.

Experience a curriculum that's constantly evolving



Vice Chancellor Prof. Sathyanarayanan with some of the members of the International Advisory Board

By A Spectrum Reporter

As a SRMite, you will discover a dynamic curriculum; one that is consistently in tune with industry developments in India and abroad. SRM's Corporate Advisory Board and International Advisory Board review the curriculum regularly and the management acts upon recommendations put forth by

expert panels without delay.

The curriculum also incorporates cutting edge learning techniques as the management gives priority to the feedback offered by industry leaders, academicians as well students and faculty.

Learning technique

At SRM, you'll be in for a big surprise when it comes

to learning, for the University adopted 'Active Learning Methodology,' an upside down model that will challenge your grey cells and make you think for yourself. An internationally accepted learning model, it will help you learn the fundamentals through the discovery route.

Ambience matters

At SRM, we make sure that you learn from the best. Our faculty is drawn from the best in India and the world. Highly qualified and motivated, they ensure that you will receive attention on an individual basis.

Many of the faculty members have excellent rapport with various industries and are at home with the latest of industry trends. This means, you will be taken beyond the realms of theory and encouraged to learn through practical exposure.

Knowledge sans borders

Experience learning that is truly global

By A Spectrum Reporter

SRM University believes that geographical barriers should not deter a student's pursuit of knowledge. Which is why, through its links with foreign universities, the University sponsors advanced learning for its eager and promising students, allowing them to experience international education, different cultures and in the process elevate themselves to be at par with the world's best.

Semester Abroad Programme

In a first-of-its-kind move, SRM has initiated a Semester Abroad Programme (SAP) under which 100 meritorious students had been gifted an opportunity of a lifetime – they are spending a semester at some of the finest universities in the world, including the Massachusetts Institute of Technology (MIT), Carnegie Mellon, North-eastern University and SUNNY Buffalo. This unique programme shall add an extra edge to their job prospects in India and abroad.

SRM also has a dual degree programme with the University of Warwick in the area of plant biotechnology.

SRM-Metecno agreement

By A Spectrum Reporter

Starting from the next academic year, five students from the School of Civil Engineering, SRM University, will every semester undergo internship at Metecno India Pvt Ltd, the Chennai-based manufacturers of sandwich panels with polyurethane core. The company belongs to the Metecno Group, headquartered in Milan, Italy.

Dr N Sethuraman, Registrar, on behalf of SRM University, and Mr Anup Kumar Dave, Chief Operating Officer, on behalf of Metecno India, recently signed the MoU that will ensure internship facilities for SRM students, development of joint research projects and curriculum, training of engineers and faculty, and job offers for selected SRM students.



S. Venkat Subramaniam

SRM Arts wins Madras University Zone A title.

By A Spectrum Reporter

SRM Arts and Science College logged 23.5 points and won the Zone A team chess championship conducted by the University of Madras for its affiliate colleges at the SRM University campus recently.

There was a tie for the runner-up position between Loyola College and Shri Shankar Arts & Science College. Both scored 20 points each, but the former was placed second by virtue of higher tie-break score.

S. Venkat Subramaniam who played third board was top scorer for SRM and P. Maheshwaran of top board was second. On Board 2 was T.R. Shanmuganathan, on Board 4 R.K. Ranjith, on Board 5, S. Harini and on Board 6 A. Arun.

The championship attracted 60 participants from 15 colleges.

Two from SRM chosen for India

...Vijay in Fourth Test, ODI teams

By Prashanti Ganesh



Murali Vijay, II MBA student at SRM University, was chosen to play for India in the 4th Test match in Nagpur. He took the place of Gautam Gambhir and opened the innings. He sealed his place in the team after a double century in the ongoing Ranji Trophy tournament. He has a first class average of nearly 50.

This 24-year-old right-handed opener is also in the squad for the first three ODIs against England. Vijay was picked for the India 'A' squad to face New

Zealand 'A' in two 'Tests' at the start of the 2008-09 season, and scored 200 runs in four innings. He finished as the second-highest scorer in the Challenger Trophy, with 164 runs, at an average of 54.60, playing for the India Red team. Of Vijay's technique, former Australian captain Allan Border said, "His defensive shots are so assured. And he looks comfortable on both the front and back foot. When he attacks, he doesn't go hard at the deliveries. I can see why this young man is playing."

Karate champion in Asian Championships...

By Shakeela Sathish

Very often we hear parents exclaim, "I want my child to live my dream." That is exactly what Arshad Amin has done. Not only did he live his father's dream, but he also brought laurels to the country. Arshad, a final year student of the Department of Computer Science Engineering, SRM University, Ramapuram Campus, is a Black Belt who has a kick like a mule! He was selected to represent India in the 9th Asian Karate Championship

in the 70-75 kg category in the 19-21 age group and he made it all the way to the quarter finals. There were 30 countries participating in the Asian Championships held in Malaysia and Arshad said, "Their techniques and standards are very high when compared to ours. I was very happy to have won three rounds at that level. With this experience, I should do better next time".

The six-time national champion is extremely down to earth and does not have the "I am a star" attitude. He recently

represented Tamil Nadu in the 2008 Nationals. He will next participate in the National Games and hopes to be selected for the Asian Games.



Arshad Amin

SRM third best University cricket team in India Second best in the South

By a Spectrum Reporter

Having a great cricket season, the SRM University finished third best in the annual inter-university cricket tournament for the Rohinton Baria Trophy. The final was contested by those traditional rivals, the Universities of Mumbai and Madras, the former winning the championship. SRM University's inability to hold Madras University in the very last over of the South Zone final prevented it from becoming South Zone champions, but the result demonstrated that SRM would have been as worthy challengers of Mumbai in the final as Madras was.

Good batting throughout the tournament by K.H. Gopi-

nath, the Tamil Nadu State wicketkeeper batsman this season, the consistent K.B. Arun Karthick and K. Shri Vasudeva Das was a feature of SRM's strong effort this season. All three scored centuries during the two-part tournament. Other good batting performances came from J. Prashanth, P.C. Vijay and Vijay Rahul, who was the Man of the Tournament when SRM won the first Tamil Nadu inter-university tournament that preceded the Rohinton Baria competition.

The batting was backed by good bowling by M.O. Arjun Sarathy and Sundar Raman,

SRM third best

who had two five-wicket hauls.

Vasudeva Das's bowling also made a significant contribution in the win SRM registered in the losing semi-finalists' match. Gopinath was the outstanding wicketkeeper in the tournament.

SRM's best two matches were the South Zone Final against Madras and the losing Semi-Finalists' match for third place against Guru Nanak University. In the South Zone finals, SRM conceded the winning runs on the third ball of the last over after looking like having the match well in hand. Against Guru Nanak Dev University, SRM looked well on the way to losing the title till a last wicket partnership by Gopinath and Vasydeva Das turned the tide.



SRM women win tennis title third year in a row

By T. Premananth

The SRM University women's tennis team etched its name in the record books by winning the Tamilnadu inter-engineering universities tennis title for the third year in a row. M. Ashel Dimi (third year genetic engineering), V. Nithiyakalyani and S. Kirthiga (both first year Instrumental and Control Engineering), helped the team retain the title in Kilakkarai recently.

The tournament format was a combination of singles and doubles play. Each team played two matches - a singles and a doubles game— against each opponent. Kirthiga and Ashel Dimi played the singles semifinals and singles finals respectively. In the finals, SRM defeated St. Joseph's Engineering College in straight sets: 6-2, 6-1 (singles: Ashel Dimi) and 6-2, 6-2 (doubles). In the semifinals, the team defeated the Coimbatore CIT College 6-1,

6-1 (singles: Kirthiga) and 6-0, 6-0 (doubles).

Ashel Dimi had a WTA ranking of 1929 when she was in Standard X. After joining SRM, she decided to devote more time to academics too. She feels that there is not much competition as tennis does not seem to appeal to engineering students.

Nithiyakalyani and Kirthiga have both played at the national level.