

SPECTRUM

The newspaper of SRM University

For private circulation only

Volume 7 Number 1

Choosing and Staying with SRM



The Founder Chancellor flanked by the Vice Chancellor(left) and the Registrar (right) at the counseling session.



The Chairman of the SRM Group of Institutions, Mr. Ravi Pachamoothoo, handing over the Founder's Scholarship and University Merit Scholarship to a student. Also seen are SRM University Registrar, Dr. N. Sethuraman and Pro-Vice Chancellor (Medical), Dr. P. Thangaraju.

A Staff Reporter

"SRM University has all infrastructure and research facilities, and added to that the University has a dual degree system with over 90 Universities abroad under student exchange programme," said Mr. Ravi Pachamoothoo the Chairman on the first day of counselling for students.

"There are about 11 new courses being introduced in this academic year and we have intended to broad base other Engineering and Medical Courses in the University," he added.

He said that M. Narendra, from Andhra Pradesh emerged top ranker in the SRM Entrance Exams. The second rank was

secured by Sudha Nandhini of Tamil Nadu and G. Raghunandan of Andhra Pradesh bagged the third rank.

The single window counselling to fill up 7,000 seats for 19 UG courses and 35 PG courses went on up to June 8. A total of 2,23,000 students registered for the entrance exams and 1.52 lakh students took the exam.

Mr. Ravi Pachamoothoo also said students from 26 states appeared for exams with Andhra Pradesh topping the list He said while 4,000 students would be admitted in Kattankulathur on the outskirts of Chennai, 1,000 students would be admitted for the Ramapuram campus in the city. In Vadapalani campus in Chennai and Modinagar

campus in New Delhi 600 and 800 students would be admitted through counselling.

Founder's Scholarship and University Merit Scholarship to

the tune of over ₹ 12 crores were awarded last year and this year it will be close to ₹ 15 crores.

The Chairman of the SRM Group said top ten rank holders

of SRMEE were being given free Founder's scholarship under which the full tuition, hostel and

↳ Contd... Pg.2

"Holistic development is what matters!" – Chancellor

Harish Kumar

The inaugural programme for the 2013 batch of SRM University students was held at the TP Ganesan auditorium on the 15th of July. The sessions, divided into two to accommodate everyone, enlightened the freshers and parents on how the university functions. In the welcome

address, Dr.P.Thangaraju, Pro-Vice Chancellor (Medical), SRM University, highlighted the University's NAAC accreditation owing to the laboratory facilities, smart class rooms and the right ambience for learning. "Grow up to the University's level" urged Dr.T.R.Pachamuthu, Chancellor, SRM University. He also mentioned how recruiters expect more

than just the degree earned from the individual. Holistic development is what matters.

The Chancellor said, "Skill, knowledge and communication are the areas one needs to focus" said Dr.M.Ponnaivaikko, Vice Chancellor, SRM University. He also spoke of the MOU's

↳ Contd... Pg.2

Pages Inside...



Doctors are ambassadors... Pg.5



SRM IAS Academy... Pg.7



A Deluge of Apathy Pg.8-9



Team Rudra of SRM... Pg.10

India's First Eduroam Enabled University

Sanju Varughese Mathew

By connecting with the National Server at ERNET India, New Delhi, SRM University has joined a select group of universities worldwide to achieve the status of being 'Eduroam Enabled'.

Accomplished in collaboration with the NEC Corporation, Japan, both, the setup and testing was completed at the SRM-NEC Collaborative Research Center of SRM University.

Eduroam is a secure, world-wide roaming facility that allows any Eduroam-enabled user to get network access and other resources (subject to local policies). The facility is a blessing for students and researchers from SRM University to obtain Internet connectivity during student exchange and semester abroad programs.

The Eduroam program, typically used in universities and other research-oriented organizations, utilizes a hierarchy of RADIUS proxy servers that forward a user's credentials to the users' home institution where they can be verified and validated.

The institutional RADIUS-server is then connected to the national top-level RADIUS (NTLR) server of the country where the institution is located. These servers are maintained by the National Research and Education Network (NREN) of the country and contain a complete list of Eduroam institute in the particular country, completing the authentication of the user.



The Founder Chancellor with the Vice Chancellor Dr. M.Ponnaivaikko at the awards announcement function. Also seen in the picture are Dr. Habibullah(extreme left) and Dr. Bhagyawati Ravi (extreme right)

SRM University to give away Third Tamil Academy Awards

Staff Reporter

The third Tamil Academy awards instituted by the SRM University would be presented in 11 categories on August 24, the birthday of SRM Group of Institutions Founder Chairman and Chancellor SRM University Dr. T. R. Pachamuthu.

Talking to reporters here today, Dr. Pachamuthu Academy Chairman and SRM University Chancellor, Vice-Chancellor Dr. M.Ponnaivaikko said cash awards totalling Rs 20.50 lakhs would be given to the recipients.

The awards were instituted by the SRM University in 2011 in line with the Sahitya Akademi awards of the Central government with higher cash component to honour eminent tamil scholars, researchers and authors for their contribution to the growth and development of Tamil language.

Though ten awards have been given during the last two editions, this year a new category "Vipulanandar Award" would be given to an author, who had published Tamil books abroad.

The award carrying a cash award of Rs 1.5 lakh would be given to author A. Muthulingam for his Tamil book titled "Amerikakkari".

The Lifetime 'Parivendhar' Achievement award instituted in the name of Dr. Pachamuthu would be given senior Tamil Scholar Tamizhannal and it carries a cash award of Rs five lakhs.

The Parithimaar Kalaiggar Award for best Tamil scholar would be given to Kovai Gnani and it carries cash award of Rs Two lakhs.

Dr. Ponnaivaikko said in all

523 books were received for the 11 awards. Of this the best five were shortlisted and circulated among eminent scholars to prune it down to two. A panel of jurists headed by a judicial expert finally selected the award winners.

While the Pudumaipithan Award for short stories and drama would be given to Mr. Jayamohan for his book 'Aram', the Bharathiyar Poet Award goes to Elakkumi Kumaran Gnana Draviyam for his book 'Perunayaipuraithal'.

The Valliappa Child Literary Award would be shared by three authors, the G U Pope Translation Award for Ms MA Suseela for his book 'Asadan', the Appuswamy Scientific Tamil award would be given to Mohan Sundararajan for his book on 'Nano : the Next Revolution'.

Anandakumaraswamy Fine Arts Award for Kudavayil Balasubramanian for his book 'Raja Rajecharam', the Muthuthandavar Tamil Isai award for Prof E Angayarkanni, Development Tamil Award for K Jawahar. All these awards carry a cash prize of Rs 1.5 lakh.

↪ Contd... Pg.1

Holistic

signed with 85 Universities across the world for various programs. Dr.Manik Sahani, Advisor, SRM

University, talked of the kinds of Indian cultures that can be seen in this campus. He also mentioned the University's ongoing effort to increase the foreign students' population to 20% of the total

intake. Dr.N.Sethuraman, Registrar, SRM University, introduced all the Directors, Deans and Heads of the Department.

Dr. D. Narayana Rao, Director (Research), SRM University announced the grant of Rs.50,000 per project for the top 100 projects every year. He also touched on the various achievements and current projects of the students such as SRMSAT (following which a constellation of satellites are being designed), Unmanned aerial vehicle, autonomous underwater vehicle and a search engine. The programme also saw many students and parents offering their appreciation and best wishes to the University. "Seeing all the facilities and faculty here, I feel I have chosen the right place", said an overjoyed student. "I was impressed when I saw the SRMSAT being launched", said a proud parent. "In SRM University every student and faculty experiences freedom", said Dr.C.Muthamizhchelvan, Director (E&T), SRM University, in his vote of thanks.



The Director of Admissions interacting with students

↪ Contd... Pg.1

You can be a ...

other fees would be waived. Apart from this, ₹ 1,000 stipend would be given to them.

He also said toppers of the Plus two exams across all streams, including the CBSE, and Plus two toppers of all the 31 districts of Tamil Nadu would be given founder's scholarship. He announced that concession

in tuition fees would be given to deserving students and also to students hailing from economically disadvantaged background.

SRM University Vice-Chancellor Dr. M Ponnaivaikko, Registrar Dr. N Sethuraman, Pro-Vice Chancellor (Medical), Dr. P. Thangaraju, Director-Admissions, Dr. Muthusubramaniam, Director (E & T), Dr. C Muthamizhchelvan and a host of University officials were present on the occasion.

Technology will play a dominating role in future: Prof. Balakrishnan

Staff Reporter

A total of 619 students graduated from the Valliammai Engineering College, a constituent of the SRM Group of Institutions, at its 9th Graduation Day.

At a function held at the college premises in Kattankulatur, 510 students received their graduate degrees and 109 received their PG degrees from Associate Director Prof. N. Balakrishnan, Indian Institute of Science, Bangalore in the presence of SRM Group Founder Chairman and SRM University Chancellor, Dr. T. R. Pachamuthu.

24 students bagged Anna University ranks to which the college is affiliated. of the 24 University ranks, six were in PG and the rest were in UG courses.

Speaking on the theme “Complex Systems, Big Data and Social Networks” Prof. Balakrishnan said, “The rapidly changing technology would be

playing a very dominating role in the future.” He said that by 2019, the personal computer at home would have the same power as a human being.

“The computer has already started to do many things like a human recognize speech, talk like a human, recognize people and faces, even understand gestures, write songs, and review movies”, he said.

“The computer revolution will be such that by 2019, it will be almost human like in capability... computer will transform from mere computing engine to thinking machine to spiritual machine- a silicon assemblage replacing the functions of carbon based collocation of atoms,” he said.

Speaking of how storage technology is expected to play a key role in content revolution, Prof. Balakrishnan said that now a terabyte disk could be bought for 100 USD.



Associate Director, Prof. N. Balakrishnan, Indian Institute of Science, Bangalore and SRM Group Founder Chairman and SRM University Chancellor, Dr. T. R. Pachamuthu giving away Anna University Graduation certificates to the three top rank holders at the 9th Graduation Day of Valliammai Engineering College, a constituent of the SRM Group of Institutions. Others seen are SRM Group of Institutions Chairman Mr. Ravi Pachamoothoo, Vice-Chancellor, Dr. M. Ponnavaikko.

“It can store about 1000 movies at the rate of 1000 MB per movie, 25,000 paintings (40 mb each), 250,000 MP3 songs (4 MB each) and 125,000 books (8

MB per book). He said that by 2025 the technology would be even more advanced wherein one would be able to buy ‘100 petabytes’ for 100 USD.

“With the help of a petabyte, a person would be able to capture everything, ever said, from the time of birth to the time one dies,” he further added.

Anna University plans bridge courses for Engg. entrants - VC

Staff Reporter

Deeply concerned at the low pass percentage in certain subjects like mathematics Mathematics Anna University has put a proposal to start bridge courses to help students overcome their inability to perform in engineering classes.

“At the end of every bridge course an examination will be held and its marks will be added in the internal assessment,” said the Anna University Vice-Chancellor, Dr. P. Kaliraj, while delivering the graduation day address at the 13th graduation ceremony of Easwari Engineering College (a unit of SRM group of educational institutions).

He added that the students must focus on innovation and bring out better products. “Landing in a good employment may benefit the student and his family.

Focus on innovations and

subsequent establishment of own ventures would benefit many others by giving them livelihood,” he said.

He also said “The future now belongs to engineering students from China and India; they are the ones who will be designing the gadgets of tomorrow. They must gear up to harness the opportunities the situation provides.”

He further said that 70 per cent of the students come from rural background while 30 per cent came from urban areas; they are face difficulties when it comes to mastering communication skills and passing without arrears.

He proposed that top affiliated colleges should act as mentoring institutions to the other institutes who want to develop by exchanging the faculties and allowing the students to attend specific classes to overcome difficulties in certain subjects.

While students turn into able citizens the role of educational institutions too cannot be undermined when it comes to moulding them into contributing citizens. Educational institutions must have a mission and vision to succeed in their goals. Teachers too have their role to play when it came to moulding the minds of young learners. Founder chancellor of SRM group of institutions, Dr. T R Pachamuthu, Chancellor SRM University, speaking on the role of the alumni, he said

that they too have a good deal to contribute to the progress of educational institutions of which they have been a part once. Their success in life brings fame not only to their families but also to the institutions where they studied.

SRM Group of Institutions (Ramapuram and Trichy campus) Chairman Dr. R. Shivakumar, SRM University Pro-Vice Chancellor (Medical), Dr. P. Thangaraj, Registrar, Dr. N. Sethuraman and a

host of faculties and departmental heads were among others present.

Over 968 students received their degrees and awards on the occasion. T A Saisindhuja of BE (E&I), N Maragathasundari of ME (Software Engineering) and K S Sujatha, ME (Communication System) secured Anna University first rank gold medals.

Earlier principal of Easwari Engineering College, Dr. Jothi Mohan Balasubramaniam welcomed the gathering.



Anna University Vice-Chancellor, Dr. P. Kaliraj, SRM University Founder Chancellor, Dr. T.R. Pachamuthu and SRM Group of Institutions (Ramapuram and Trichy campus) Chairman Dr. R. Shivakumar with the three Anna University first rank gold medalists T A Saisindhuja of BE (E&I), N Maragathasundari of ME (Software Engineering) and K S Sujatha ME (Communication System). Also seen is Principal Easwari Engineering College, Dr. Jothi Mohan Balasubramaniam.

Viability, Stability and Cost important for Nanotechnology

Staff Reporter

“The field of nanotechnology had many challenges to overcome and developers of Nanomaterials will have to consider its viability, stability and cost,” said Former director of IIT Kharagpur, Dr K L Chopra.

Speaking at the inaugural function of the three day International Conference on Nanoscience and Nanotechnology, organized by the Department of Physics and Nanotechnology at SRM University, he said that students need to understand the synthesis of Nanomaterials of various shapes. He also said that technology had many implications in the field of science, technology, medicine, environment, etc.

The three day international conference attracted experts from various organizations and institutions around the world to deliberate advances in the field of Nanoscience and Nanotechnology. Speaking on the occasion, group coordinator - R and D in IT and head of nanotechnology initiatives division, Department of Electronics and Information Technology, Government of India, New Delhi, Dr. G.V. Ramaraju said that the Department was working to develop Nanosensors in IIT Bombay with Tata. He said

that the focus was to progress in the field through Nano mission council and thus contributing to the economy. He also said the department has set up specialized nanotechnology centers functioning under the department of science and technology. Speaking on implementing Nanomaterials in other areas, Dr. Ramaraju said that the target was to use the technological advancement in areas like energy, electronics, health, security and agriculture. With slew of nanotechnology projects being undertaken at various institutes across the country, Dr Ramaraju said that MBE based epitaxial nanosemiconductor infrastructure and process integration facility was set up at IIT Kharagpur.

“The Indian Nanoelectronics Users Program (INUP) offers opportunity for institutions like SRM University to engage in incubation for Nanoelectronics and innovation in association with the department of electronics and information technology, Government of India,” he added.

With Nanomaterials considered to be the next dimension of cutting-edge technological breakthrough in applied sciences, SRM University Vice-Chancellor Dr. M. Ponnaivaikko said that the market for Nanotubes was 100



Dr. G. V. Ramaraju, Head, Nanotechnology Initiatives Division, Department of Electronics & Information Technology, Govt. of India, New Delhi handing a copy of the Conference Proceedings of the International Conference on Nanoscience and Nanotechnology to SRM University, Vice-Chancellor, Dr. M. Ponnaivaikko. Looking on is Former director of IIT Kharagpur, Dr K L Chopra, Prof. Dr. Soumyo Mukherji, Head, Centre for Research in Nanotechnology and Sciences, IIT Bombay and Directors (E&T) and Research Dr. Dr C Muthamizhchelvan and Dr. D. Narayana Rao.

million dollars in 2009 at a growth rate of 58.9 per cent. He said that the market for Nanomaterials grew to about 15 billion dollars in 2012 and was set to grow to about 26 billion dollars in 2015.

Referring to SRM University's initiative for research in nanotechnology, he said that the Nanotechnology Research Centre of the University was established in the year 2006 with an investment of ₹ 1.5 crore with development of Nanofilters and thin

film machines. He also said that the department of nanotechnology published 25 papers and produced 15 PhD scholars with 14 more scholars pursuing doctorate in the department. The Vice-Chancellor added that the University also invested ₹ 14.4 crores for Nanoelectro mechanical facilities.

SRM University also exchanged a Memorandum of Understanding with Shizuoka University, Japan, for promotion of education and

research program in applied sciences. Dr. M. Ponnaivaikko, Vice-Chancellor exchanged the MoU with the representative of Shizuoka University, Prof Dr Yasuhiro Hayakawa. Director of Engineering and Technology, SRM University, Dr C Muthamizhchelvan, convener of ICONN 2103, Dr. D. John Thiruvadigal, and Controller of Examinations, Dr S Ponnusamy, and dignitaries from various international organizations also participated.

“Literature makes the students humane”

Staff Reporter

“Students should develop an interest in Literature. It acts as a stress reliever. It can convey richness of emotion,

and give insight into character. It takes us beyond our limited experience of life to show us the lives of other people. It stirs us intellectually and emotionally, and deepens our understanding

of our history, our society, and our own individual lives.” said Dr.P.Ponnivalavan, Professor, Department of English, MCC, Chennai. He was presiding over the prize distribution ceremony of i-factor, the literary club of SRM university, Ramapuram held recently.

Dr. R. Narayanasamy, Campus Director, and Dr. K. Abdul Ghani, Dean of SRM University, Ramapuram campus appreciated the students' activities and efforts conducted by the literary club. Mrs. Shakeela Sathish, Coordinator, literary club, welcomed the gathering. Mrs. V.Rema, Asst. Co-ordinator introduced the chief guest to the audience. Rohith Rathnesh, creative head of the club, presented the vote of thanks.



The Chief Guest at the Function



Extending Dental Care to the SRM Family

The Department of Public Health Dentistry, SRM Kattankulathur Dental College and Hospital is rendering service to the public in and around Kattankulathur. With the thought of giving new dimension to it is extending activities by the way of conducting special Dental Camps to all the SRM University students and faculties. The aim is to

provide comprehensive care by working in coordination with other departments of the institution thereby spreading smiles.

Dental screening camps have been started for the Faculty of Science and Humanities, with an added advantage of providing treatment at concessional rates since July 2013. Participate and get benefitted!

Doctors are ambassadors of a healthy lifestyle

Nandita Adityan

A get-together to commemorate Doctor's Day was organised in SRM medical college hospital and research centre recently. Pro Vice Chancellor (medical) appreciated the doctors of SRM for rendering care to the society. Guest of honour Pro Vice Chancellor (P & D), Dr. T. P. Ganesan highlighted that with the advent of specialisation, and super specialisation patients are being viewed as compartments. He stressed that though because of rapid advances in each field, specialization is inevitable, but one should view and treat the patient in a holistic manner. He also stressed that doctors should look after their health too. Dean (Medical) Dr. James Pandian recalled his experiences as a doctor and spoke of the rapid changes that he observed in the medical profession over the years. Director Allied health sciences offered felicitation Deputy Dean/VP detailed the various challenges faced by a doctor which include 1) Satisfying personal aspirations ambitions and maintaining finance 2) Constantly updating knowledge and doing research 3) Teaching medical students to blossom into the next



The Pro Vice Chancellor Dr. T.P.Ganesan addressing the gathering

generation of efficient doctors. 4) Rendering committed care to the suffering patients. Whatever may be the personal stress, one has to put up a smiling face to the patient as the latter himself/herself has enough problems 5) Doctors have to attend emergency calls on any time of the day

mostly beyond the call of duty 6) Doctors should have managerial skills. 7) Doctor have to spend quality time with family 8) Also whatever may be the sacrifices doctors will have to look after his/her own health. Indeed one has to manoeuvre through all these challenges as one climbs

the ladder in the profession. At every point of contact with other human being, doctors are ambassadors of a healthy lifestyle and are positive icons.

Doctor's Day is celebrated on July 1 in India to honour the legendary physician and the

second Chief Minister of West Bengal, Dr Bidhan Chandra Roy on his birth anniversary. Dr Roy was honoured with the country's highest civilian award, Bharat Ratna on February 4, 1961.

About 450 doctors participated in the event.

Placement Orientation for the Final Year Students of FSH

Abhilasha Guha

The department of career development and placement cell conducted placement and career based orientation for all final year students of the Faculty of Science and Humanities on the 4th of July 2013. This was conducted in the ECE Seminar Hall. Students were briefed on "Industry expectations and corporate opportunities." The agenda for the meet was productive interaction with industry experts and seniors who would be able to guide apprehensive beginners into the corporate workforce. Mr. Samuel Rajkumar, a renowned industry trainer, and Mrs. Asha Jose, of HCL, were the speakers at this event.

With 1.5 million graduates every year, competition is on the rise. The skills required to pave way through this race are excelling in "verbal skills, data

interpretation, quantitative skills, and logical reasoning." Being able to communicate effectively, being open to learning, and being a team player is also essential to succeed in a working environment.

Mrs. Asha urged everyone to strive for recruitment on campus as it is a very prestigious achievement. She said that only fresh talents from good schools are chosen in one. So, being a campus recruit solidifies the qualification of the individual belonging to the cream of the lot. She said that to be able to become a part of this layer, one has to speak confidently, develop positive attitude, and be presentable. Mr. Rajkumar on the other hand interacted with the students for over an hour, citing his personal experiences with students. He asked students to ponder over what they could learn from these instances and take it in their stride.

Workshop on Computational Intelligence; CI Made Easy

**Shaswat Sekar
Satyaki Ganguly**

The IEEE Student's Branch of SRM University in association with the IEEE Computational Intelligence Society organised an international workshop on "Computational Intelligence: Theories, Applications and Future Directions" in July. This was conducted with a motive of enhancing the awareness of the problem solving abilities of CI (Computational Intelligence) tools and techniques. The workshop

was inaugurated by our Vice Chancellor, Dr. M. Ponnavaikko, who is also the chairman of IEEE India Council. Professor T.S.Rangarajan, Chairman of IEEE Madras Section, addressed the gathering about the benefits of IEEE student's membership.

The three major facets of Computational Intelligence, namely: Neural networks, Evolutionary Algorithms and Fuzzy Systems were addressed by three eminent speakers: Professor Nikhil R Pal, Vice President for Publications of the IEEE

Computational Intelligence Society, Professor Hisao Ishibuchi, Vice President for Technical Activities of the IEEE Computational Intelligence Society, and Professor Chin-Teng Lin, Editor of IEEE Transactions on Fuzzy Systems.

The valedictory address was delivered by Mr.K. Vijayakumar, Assistant Professor of the Department of Electrical and Electronics Engineering, who is also the Branch Counsellor of IEEE Student's Branch. He also distributed the Certificates of Participation.



The Vice Chancellor (center) with other speakers



A national conference on Simulation in Healthcare was held at SRM Medical College Hospital and Research Centre. A book of proceedings was released on which was received by SRM University Vice Chancellor Dr M Ponnavaikko, Delgates (from L to R) Dr Chandra Prabha Medical Director, DR P Thangaraj Pro Vice Chancellor (Medical) Dr. Frank Walter, Arizona University USA and DR. Charles N Ponzner of Harvard University Boston, USA look on

Saving life in a golden hour

Staff Reporter

The second National Conference on "Simulation in Healthcare" was held the SRM Medical College and Research at its Kattankulathur campus.

Inaugurating the conference, Dr M Ponnavaikko, Vice chancellor SRM University said it is important to have a simulation centre in every Medical College. Detailing the evolution of the centre he said, "SRM/STRATUS Centre for Medical Simulation, was opened just two years ago. SRM University opened this state-of-the-art simulation centre to enhance the training of its students, residents, and staff."

Simulation centre combines each of the components of medical simulation including partial-task trainers, full-scale human patient simulators supported by modern audiovisual gear, and a faculty that integrates medical simulation into many of its medical, nursing, and para-professional programs.

Dr. Frank Walter, Director of AHLS Program and Professor of Emergency Medicine at Arizona University, USA and Dr. Charles N. Pozner, Medical Director, Neil and Wallace Center for Medical Simulation, Associate Professor for Emergency Medicine.

BWH, Harvard University, Boston, USA felicitated the programme organisers as Simulation is used in many contexts, such as simulation of technology for performance optimization, safety engineering, Health testing, training, education, etc. Often, computer experiments are used to study simulation

models. Simulation is also used with scientific modelling of natural systems or human systems to gain insight into their functioning. Simulation can be used to show the eventual real.

Dr. P Thangaraju, Pro Vice Chancellor (Medical) SRM university said simulation has a broad application potential in healthcare, which can be classified in a few major directions, formed around different disciplines or sub-disciplines.

Clinical Simulation: Simulation is mainly used to study, analyse, and replicate the behavior of certain diseases including biological processes in human body.

Operational Simulation: Simulation is mainly used for capturing, analyzing, and studying healthcare operations, service delivery, scheduling, healthcare business processes, and patient flow.

Managerial Simulation: simulation is mainly used as a tool for managerial purposes, decision making, policy implementation, and strategic planning.

Educational Simulation: Simulation is used for training and educational purposes, where virtual environments and virtual and physical objects are extensively used to augment and enrich simulation experiment.

Managerial and operational directions of simulation are closely interrelated. These two together are the core components for healthcare process management. The clinical direction of simulation is also referred to as medical simulation.

The above classification is rather a departure point for a more pinpoint taxonomy of topics and only suggests the vast space of simulation applicability in relation to the healthcare domain. In each of the above directions, simulation can be used for analysis and design, learning and training, and research and communication purposes.

Dr R Thirumavalavan, organizing Secretary, proposed the vote of thanks.

Chronic Kidney Disease and Nail Growth : A Study

Staff Reporter

The burden of Chronic Kidney Disease (CKD) is so high (around 10%) that it is epidemiologically imperfect to subject all the suspected population to the costly biochemical investigations. Hence a 'low cost or no cost' screening of the population is necessary.

While casting vote during the election, indelible ink is applied on the index finger of the voter. While the mark on the skin proximal to the nail remains, the ink mark on the nail moves distally as the nail grows, giving us an opportunity to measure nail growth.

It is well known that nail growth is slowed in chronic illnesses. So, at SRM Medical college hospital Dept of Nephrology, a study of nail growth in chronic kidney disease

SMILE!

Staff Reporter

The Department of Prosthodontics and Implantology, SRM Kattankulathur Dental College and Hospital, organized the third edition of "Smile Architect" recently. Dentistry is both an art and science, and knowledge and skill are two important attributes to excel in this field. Smile Architect is the first and only Talent Search Contest for undergraduate students in the country to showcase their skills in arrangement of teeth. The program was launched by eminent teacher and former Vice Chancellor of Meenakshi University, Dr.E.Munirathinam

Naidu in 2011. The department organizes this program as an annual event and every year hundreds of students compete on this platform.

More than 100 participants from 18 colleges competed in a three hour competition to win trophies and cash prizes. Two Professors and Heads of Department, external judges, from Dr.MGR and Bharath Universities judged the participants work. A total of 6 prizes were awarded in two different categories. Dr.P. Thangaraj, Pro Vice Chancellor SRM University was the Chief Guest of the prize distribution ceremony.



Chief Guest, Dr.P.Thangaraj, Pro Vice chancellor, SRM University, addressing the gathering at the prize distribution ceremony. Also in the picture are Dr.V.Vidyashree Nandini, HOD, Department of Prosthodontics and Implantology, SRMKDC&H, Dr. K.H.Panishankar, Dean, SRMKDC&H, Dr.Rathika Rai, HOD, Department of Prosthodontics and Implantology, ThaiMookambigai Dental College.

The nail growth was measured using ordinary scale. In nephro-clinic study nail growth was significantly slower in the CKD group compared to healthy control (2.58 ± 0.72 vs 3.9 ± 0.69). In the second part of the study, which comprised mainly normal population 809 out of total 850 subjects studied had a nail growth of more than 3mm.

So, at the end of 30 days after the election, nail growth measured by oneself with ordinary scale is found to be less than 3 mm, he or she has to be investigated for chronic diseases in general and chronic kidney disease in particular.

This study was presented at the World Congress of Nephrology 2013, at Hongkong and was well appreciated by the delegates from all over the world including the President of the International Society of Nephrology, Dr.Giuseppe Remuzzi.



Difference in nail growth in normal (top) and chronic kidney patient (bottom)

was undertaken at 2 levels. 1) at nephrology clinic (102 patients & 122 controls) 2) community health workers measured the nail growth at rural centre and medical students measured the nail growth at the hospital. (n=850)

SRM is Nalanda Revived - Dhamu

Pushkala Aripaka

“With just one department since its inception in 2003, to about more than a dozen today, the faculty the Faculty of Science and Humanities has seen substantial growth over the years.” The Induction program for the first year students of the faculty was held recently, in the Dr. T. P. Ganesan Auditorium. The program played host to Mr. Dhamu, renowned comedian, actor, youth trainer, and mimicry artist, who was the Chief Guest for the event. Thousands of students and parents attended the event and thus began the students’ initiation into the SRM Family.

In greeting the students, Mr. Dhamu congratulated students on choosing an institution like SRM which, he believed, is “Nalanda revived”. He spoke of how students must acquire all the knowledge they could from their teachers who are “transmitters of knowledge.” He said that the youth are the strength of the nation and therefore, they must be aware of their fortes, focus on them, and hone them. They must know that in the process, they would always have the university’s support.



The Chairman of SRM Group, Mr. Ravi Pachamoothoo presenting a memento to Cine Artist Mr. Dhamu. Also seen in the picture (from left) are the Director of the Faculty of Science and Humanities, the Pro Vice Chancellor and the Registrar

He appealed to the faculty and students to function as one body and one mind.

The condemnation of the act of ragging found common ground amongst all the dignitaries, including the Chief Guest. He advised students not to indulge in the transgressions of ragging, drinking, and smoking because, he believed that educational

institutions are temples of learning and must not be defiled. In addition, he said that the students would also have all the guidance from the university they are studying in, as they are always motivated to fly high in SRM. The Associate Dean of the Faculty of Science and Humanities, Dr. J. Jothikumar, also advised students to stay away from ragging, and informed

students that acts of ragging would be taken very seriously, and those found indulging in it would be severely punished. He also said that growth similar to that of the Faculty of Science and Humanities is expected of the incoming students during their stay in SRM.

Students and parents were assured throughout the program

that they chose an excellent institution for their wards to bloom in, and that they would be taken care of. Delivering the presidential address, Mr. Ravi Pachamoothoo, the chairman of the SRM Group of Institutions, welcomed all the students and parents to a continually evolving faculty that takes good care of its students. He said that SRM gives a lot of responsible freedom to its students. He said that the administration at SRM is all ears always to complaints, grievances, and suggestions. Echoing his sentiments were Prof. Dr. N. Sethuraman, the Registrar of SRM University, and Dr. R. Balasubramanian, the Director of the Faculty of Science and Humanities. Emphasising on the importance of team work was Dr. M. Ponnavaikko, the Vice Chancellor of SRM University as he believed only team work would help one achieve more.

The event also became the stage for Mr. Dhamu’s 8275th performance as a mimicry artist, and he enthralled the audience with his world class acts. Also present at the event were Dr. Anuradha Parakkat, the Director of Student Affairs, and Mrs. Jayshree Suresh, the Dean of the Faculty of Management.

SRM IAS Academy produces four IAS candidates

Staff Reporter

Four students of the Chennai based SRM IAS Academy were selected for All India Civil Services this year.

Addressing a crowded press conference Dr. T.R. Pachamuthu, Chancellor, SRM University said, “SRM IAS Academy is the result of the conceptual clarity and unique vision. Giving back to the society is its mantra. It aims to provide the right launching pad for innumerable youngsters who aspire for challenging career in Civil Services.”

The four candidates selected with ranks are Mr. K. Gopalakrishnan (90), Mr. M. Bharani Kumar (109), Mr. S. Ramkumar (209) and Mr. F.A. Yasser Arafat (612).

From this year rural students from all the districts of Tamil Nadu who aspire to join the civil services will also be screened by reaching out to them through advertisements and other available channels as there are more rural

talents who aspire for civil services, he added.

He further added that the university students will be apprised of the facilities of the IAS academy which offers free training to take up the civil services exams and personal interview and those who aspire for the civil services will be given a chance. Talking to the media, the successful

aspirants attributed their success to the unmatched infrastructure with a full-fledged library and computer facilities with excellent academic environment.

SRM IAS Academy has an excellent mix of faculties and resources. The faculty pool is a good blend of people from the academia and various fields, with the majority having

proven credentials in training IAS aspirants. The objectives of the Academy - set up at the Vadapalani Campus of the SRM University - are to offer high-end coaching to the aspirants and instill a sense of social responsibility in their minds.

According to officials of the Academy, the Candidates are selected for coaching through

a screening test followed by Group Discussion and Personal Interview.

In the first batch, 50 wrote the Examination and two candidates went up to Personal Interview. In the second batch, 60 candidates wrote the Examination in 2012.

Bharani Kumar said that the academy guided and supported well. Hailing from Trichy and a B. Tech graduate from NIT Srinagar, the 109 rank holder said that coaching really helped him a lot as it provides the right stimulus and support to prepare and appear for the examination.

He said that the academy screened students with written test, group discussion and personal interview. FA Yasser Arafat bearing rank 612 said that self study was equally important and right coaching supplemented the efforts. He added that one should be focused and read books and the academy’s library was useful for his preparation.



SRM University Chancellor, Dr. T.R. Pachamuthu interacting with the IAS selected candidates at SRM University Vadapalani campus. SRM University Registrar, Dr. Sethuraman and Director FSH, Dr. R. Balasubramaniam are also present.

A Deluge of

A Special Report of how eight men bat

The recent tragedy at Uttarakhand was simply stunning not merely at the fury of nature and the trail of devastation and destruction but also of the unintentional bureaucratic and political lapses on the ground.

Spectrum special story traces the agony and determination of a small group of SRMites—students and a faculty member—who survived the odds and to recount the trauma that left hundreds dead.

The journey started on the 8th of June. A team of eight led by Mr. K. Venkatesh, a professor in the Department of IT at SRM University started from Tamil Nadu and things went like clockwork in the early phases of the journey. They reached Delhi on the 9th and made a halt for the night at Dayanand Ashram in Rishikesh. The next three days went on schedule. On the 14th, they started their journey to Kedarnath. They spent the night at Mayali, 88km from where it would bring them to Kedarnath. The journey continued the next day and late in the afternoon, they reached Gaurikund, which was the last place frequented by vehicles. Drizzling as it was, they were unaware that it had been raining at Kedarnath for the past two days. With the slightest misgiving, brushing it aside, they started the final 14km trek to Kedarnath on the same day and reached the place by nightfall.

The next day, the 16th of June, Sunday, they attended the pooja at six in the morning with not the slightest presentiment of the loom ahead—though they had been a little apprehensive concerning the weather. The water was flowing

in tufts and streams from every nook and corner. This had been their first of Nature's prods. It was only in the afternoon when cruel reality stepped in; unable to hold the pressure of water, the man-made dams give in and the river swelled obstructing the pathway on road. Yet, reality took time to sink in. Even with the swelling river people had nothing more than the slight vibe. The group, like any other there, was waiting for the swell to flow down. As they looked on they saw a group of Doliwalas making their way across the river holding on tight to each other. Battling the odds to decide ahead, they saw a woman being carried away by the torrent as she tried in vain to hold on to a doliwala and cross along with them. "The water", explains Venkatesh "was dark brown in colour and when big boulders rolled down the surface of the bed, they could push one off quite easily." Finally they decided against the odds and started the attempt. It took them the best of seven to eight minutes to cross the few yards of the swell. Disheartening to hear is that in spite of the evident crowd that come on the yatra the year around, the constabulary consisted of only four police men, two at the shrine and two at Rambada (7km downhill from Kedarnath).

With hardly any time to look back they made a quick decision, expecting respite from the sudden turn of events, to go down to Rambada which was an intermediate point packed tight with make-shift shacks to fend for the visitors. However, the group intending to reach Gaurikund straight through found the exit blocked. The policemen



there had received news that the roads down had been destroyed by the flood and so were asked to stall people off as a safety measure. With empty thoughts they huddled together in the first shack hoping to go down the soonest possible. As they stood, they saw it happen—a surging flash flood was deluging the opposite bank. There were people who were packed tight just as they were, in similar shacks but on the other bank.

Their stomachs weighed down. Foreboding as it was, the policemen opened the exit gates and let people go. With assuring thoughts of getting to Gaurikund before night, they started again, only to find an out-of-course waterfall obstructing the roadway. With mighty chances of them walking blindly down the steep hills, they safely made it through to the other end. For good, they reached Gaurikund and booked two rooms in the first hotel at sight. Yet, cold sweat wasn't leaving them. As they drew together on the beds, they felt tremors beneath. They hear their doors being knocked at to receive a quick warning asking to vacate the hotel as the water levels had risen. Just as they walked out and climbed to safety, they turn around to find the hotel crumbling along and being carried away. Making things worse, the group breaks up and only Venkatesh and Guruswamy (Venkatesh's neighbor) hold together.

With only each other for company, they saw nothing but dreaded emptiness ahead as the witching hour set in. Monday started with



Apathy

ttled it out in the Uttarakhand floods



an early sun rise and both of them waited around climbing up and down the terrain looking for the rest. The situation was the same the next day with continuous rains. There wasn't a morsel of food and both of them hadn't slept for days because the ground was wet. Tired and exhausted, Guruswamy lay down on the ground and fell asleep. With nothing to while away time, Venkatesh curled down too. 'It couldn't have been more than ten minutes', recalls Venkatesh when he woke up with one side of his body numb.

"The nights were the most dreaded hours," recalls Venkatesh. "One woke up to sunshine to hear people wail as they found their loved ones had been taken past the veil." Most casualties were old people, especially diabetic patients, as they did not have their timely meals, and little children. "Hope, trust and struggle to hold on swells at time such," thinks back Venkatesh. As they sat together dismally, they heard a meek 'Sir' from behind them. The voice doused them. They turned around to see a modestly attired Vel Dinesh, one of the students. Lost for words they hugged each other and broke down. He was badly hurt—he had tried climbing up a steep and had rolled down injuring himself. Vel Dinesh, reviving hope, led them to two others, Vigneshwaran and Balaji who had stayed in the house of a locale. Venkatesh had gone past the house several times but the three had been inside the house. The hosts, in the beginning were reluctant to admit the

new addition, but they managed to convince them and spent the nights there.

"The three-room house gave shelter to around 50 pilgrims, and the family had exhausted their rations to provide food to us. They didn't know Tamil, but we communicated with ease," says Venkatesh. However, three others were still missing. The next day, hoping to find the three they spent the day up in the terrace to get a higher view and search better. As they hoped for, the other three spotted them. Relief welling up, they cried themselves to the comfort of each other. It was Thursday and the group, re-joined, spent the day together. With the medical kit with them they took medicines for ailments. It was that day, when the government officials had an aerial survey and made arrangements to bring connectivity to their phones.

However that night, as a turn-around, the hosts were in for a shock—they were asked to vacate as further floods were predicted. Scant for thoughts, they were dumbstruck. However, the group and others gathered together and offered a job and a house to them, in return for the hosts to accompany them and take them home safe. Waiting for the decision, they fiddled away the restless night. Reflecting back, Venkatesh smiles, "Times such brought out the best in them."

On 21st June, they woke up to hear that the three unmarried men of the household would be accompanying them. They agreed and started the perilous trek down, amidst boulders and decaying human corpses, but importantly, towards sunshine. On reaching



Sitapur, they learnt that only 48 people had been air-lifted until then. And seeing no hope for a bunch of youngsters, they moved on with the trek. Further on, they reached Sonprayag, and relief welled inside each one, when they saw an army camp. Finally, at tea time on the 22nd of June, they came back again to Dayanand Ashram in Rishikesh.

"The things people did," says Venkatesh "blew me away. All along the way people opened their houses to passing survivors with food prepared in large amounts. We even came across a doctor who brought along his car and distributed medicines to passers-by. The people added on to our hope and trust." On the night of 23rd, at long last, they reached Tamil Nadu house in New Delhi where the officials from Tamil Nadu welcomed them. The next day, they boarded the flight back to Chennai, and home.

The team led by K. Venkatesh consisted of Vigneshwaran, Balaji, Vel Dinesh, and Prakash, who were M.Tech students in SRM University of 2011-13 batch, and also Guruswamy, Prabhakaran, and Rajesh Mishra, friends of Venkatesh. As for the three men, Pramod Goswami, Kuldeep Goswami, and Ganga, they are being provided training and accommodation at Tablets India Ltd., after which they'll be transferred to a branch nearer to their place.

Nearly a month later, when this interview happened, Venkatesh said, "Each one of us, still wakes up in the middle of the night and we would be miles away on the lonely mountains."





Mr. Sudhakar Trivedi and Mr. S. Sathtwik Mohanty, ranking 1st and 2nd in all India Examination (academic session 2011-2012) conducted by NCHMCT, Noida receiving the Gold and Silver medals and a cash prize of Rs. 1,00,000/- and Rs. 50,000/- from Dr. R Kannan, Principal Secretary to Department of Tourism, Government of Tamil Nadu and Mr. Ravi Pachamoothoo, Chairman SRM Group of Institutions. Also seen are SRM University Registrar, Dr. N. Sethuraman and Dr. D. Antony Ashok Kumar, (Director) SRM Institute of Hotel Management.

SRM students garner national award for the fourth time in a row

Staff Reporter

Two students of SRM Institute of Hotel Management, Chennai won the National Council of Hotel Management and Catering Technology (NCHMCT) Noida, National awards for excellence in Hospitality Education, for the fourth time in a row.

This year Mr. Sudhakar Trivedi and Mr. Sathtwik Mohanty have won Gold and silver Medals ranking 1st and 2nd in all India Examination (academic session 2011-2012) conducted by NCHMCT, Noida. Apart from this Mr. Sudhakar Trivedi has received an overall gold medal for the academic excellence for the batch 2009-2012. SRMIHM have maintained the top rankings through the years.

Congratulating the awardees Mr. Ravi Pachamoothoo, Chairman SRM Group of Institutions, urged that many students should take the course of Hotel Management course as job opportunities are more in the hospitality Industry. He further added that the institute should lead in every sphere and maintain the international

standards that they have set.

Dr. R Kannan, Principal Secretary to Department of Tourism, Government of Tamil Nadu, said that there is lot of scope for the tourism industry and hoped that the industry will develop with growing urbanisation even in tier 2 and tier 3 cities.

The students received Gold and Silver Medals from the Hon'ble Minister of state for Tourism (Independent Charge), Dr. Chiranjeevi at a function organized by Ministry of Tourism at DRDO Bhawan, New Delhi.

It may be noted that Competition Success Review, a renowned magazine honoured SRM institute with "Top Hotel Management Institute of India" for the past three consecutive years 2011, 2012 and 2013.

Earlier, a beaming Dr. D. Antony Ashok Kumar (Director) SRM IHM, said that it was heartening to note the national achievement for 4 years in a row.

Dr. N. Sethuraman, Registrar SRM University proposed the vote of thanks.

Harnessing Solar Energy

Staff Reporter

"Setting up of Concentrating Solar Technology (CST) units to harness solar energy for cooking, cooling, and laundry applications helps save fossil fuels," said Mr. Pankaj Kumar, Deputy Project Manager at UNDP Concentrated Solar Heating Project at business meeting on use of concentrating solar technologies for cooking, cooling and laundry applications in hospitals and hospitality sectors at SRM University at Kattankulathur near Chennai.

The meeting was organized by World Institute Of Sustainable Energy (WISE) in Pune. "Keeping in view the depleting level of conventional energy sources it is time we save them by switching over to renewable energy sources like solar energy," he added.

"CST units are an effective way of harnessing solar energy," he reminded. These CST units work on the principle of collection of solar energy radiation and focusing it on a small area with help of mirrors and lenses. He further said that use of solar energy can reduce about one-thirds of fossil fuel consumption on the industrial front.

A solar energy harnessing system over an area of about 100 sq mts can help reduce usage of about 5,000 to 10,000 litres of diesel per year. Similarly, harnessing solar energy can also help save about 500 to 1,200 LPG cylinders used for heating, cooling and cooking operations.

"Installation of CST unit over

one sq mt area can help reduction of about .35 tons of carbon dioxide emission," he said. He further said that currently there are about 144 CST units across the nation and their target is to expand their presence by 2017. Joint Director and Head (Solar Energy) at WISE Sudhir Kumar also spoke.



Dr. Sudhir Kumar, Joint Director & Head (Solar Energy), World Institute of Sustainable Energy, WISE), Mr. Pankaj Kumar, Dy. Project Manager, Concentrated Solar Heat Project, UNDP and Ms. Chitra, Programme Analyst, UNDP in an animated discussion at the Concentrating Solar Energy (CST) for Cooking at the SRM University, Kattankulathur during the Business Meet on Use of Concentrating Solar Energy (CST) for Cooking, Cooling and Laundry applications in Hospital and Hospitality Sectors under UNDP-GEC Project on Concentrated Solar Heat.

Renowned Motivational Speaker S.N. Padmaja engages final year students

Asks students to follow their heart and passions...

Soaham Datta

Mrs. S. N. Padmaja, chief training consultant at Victory Insights, a consultant service provider, addressed a gathering of more than two thousand final year students across all branches in the T.P. Ganesan Auditorium at SRM University, Kattankulathur. The primary aim of the gathering, specially organized for the current outgoing batch, was to encourage the students before they sit for campus placements. She caught the attention of the crowd by playing games and also traversed the entire length of the aisle to have personal interactions with the students. Citing anecdotes and personal stories from the lives of eminent personalities, she tried to inspire one and all present. Her message was plain and simple, "It is a most rewarding life, in which you pursue and excel in

"It is a most rewarding life, in which you pursue and excel in your passions."

"Money is important, but it is much more important to be pleased and satisfied with your work."

your passions". Maintaining a high energy level throughout, she shared how her yearning to help people around her led her to her profession. "Money," she says, "is important, but it is much more important to be pleased and satisfied with your work.". She brought the program to an end with videos showing extraordinary feats of

human accomplishment as a result of hard work, dedication, and willpower. She also shared her personal contact details for any type of consultation. She received almost two hundred friend requests over facebook from SRM students. She is slated to visit the campus in the near future and promulgate to a wider audience.

From the Desk of The Chairman, SRM Group

The Chairman of the SRM Group of Educational Institutions, Mr. Ravi Pachamoothoo, has asked the SRM Community to send in their complaints, concerns and suggestions to him at srmchairman@gmail.com or through sms to 99400 88414 (text messages only)

Role of teacher crucial: Governor



The Governor of Tamil Nadu, the Founder Chancellor, senior officials of the University and invited guests at the lighting of the kuthuvilaku

Staff Reporter

“The teachers have to play a significant and predominant role in guiding the learners,” said Governor of Tamilnadu Dr. K. Rosaiah, while speaking at the inauguration of International Conference on '21st Century Learners-Learning Styles and Strategies' at SRM University, Kattankulathur today.

The conference was organized by Department of English and Foreign Languages (SRM University) in association with English Language Teachers' Association Of India (ELTAI). The Tamil Nadu governor further said, “Today's teacher is no longer a sage on the stage but a guide on the side.”

In these changing learning patterns and advancements in learning media, switching on to e-learning has made it imperative for teachers to enhance their competency and capability to be meaningful learners.

As the learners' needs and demands are different and their styles and strategies have become different, it is the responsibility of the teachers to evolve themselves to be relevant to them. We see the learners go to a class with notepads, but teachers go with textbooks. Teachers need to realize that the demand is on them to keep pace with the changes

happening around them.

They should be “learner centric, media-driven, personalized, visibly relevant, data-rich, adaptable, interdependent and diverse,” said the governor. Reports reveal that more than 60 percent of the five million graduates who are coming out of the educational institutions are unemployable owing to poor English and lack of communication skills. This was only to remind that more than others, English teachers have a serious task cutout for themselves.

First secretary (English Language Education) with British Council (New Delhi) said that emergence of technology has caused an explosion of knowledge in all directions. More information is available to learners through sources like internet than before. This made the role of students and teachers undergo a change. Teachers now, have to be more of a guide who shows the right way for students. Learners have to master subjects through interaction now apart from the traditional ways of learning.

Regional English Language Officer with Embassy of United States Of America (New Delhi) Diane Miller, said that English language skills prove a great importance in the 21st century. Learning English helps foster cross

cultural ties and partnerships. It further paves way for exchange of ideas. Mastering the language builds friendship and co-operation.

SRM University Chancellor Dr.T.R. Pachamuthu said that the conference would serve as a platform to initiate discussion on learning styles and strategies and to develop appropriate teaching materials and methods, classroom practices and evaluation and to find new avenues to meet the 21st

century learners' needs.

“As the education advancement is progressing among the nations, challenges also surface. To anticipate the challenges, solutions need to be provided that could be applied to bridge the gap between education challenges and solutions from results of research”, he added.

The conference would serve an opportunity for lecturers, teachers, researchers and scholars to meet

and share their experiences and research results about all aspects of English Language Teaching.

“The conference would serve as a forum for English teachers from all over the world to put forward their views enabling a world view of English education, enhancing and empowering them with new skills and strategies gained from the interactions with language experts and project coordinators,” he added.

“Bilingual Communication is important:” CESS 2013 comes to an end

Mridula Narayan

CESS 2013, The 8th International and 44th National Annual English Language Teachers Association of India (ELTAI) came to a successful end. The three day conference which started on the 18th of July saw a major role of the Department of English and foreign languages in organizing it.

Dr. K.Elango, the Secretary of The English Language Teachers Association of India addressed the gathering with the Annual Report of ELTAI. He spoke of the growth and the influence of ELTAI across the

country. He said that not even 12% of Indians can use English with proficiency, and thus there is an importance of an establishment of Bi-lingual Communication. So, The Association—which began with just two chapters in Dindigul and Coimbatore each—has established over 54 Chapters across different parts of the country consisting of over 200 programmes and many workshops. A pure review Journal is likely to be produced in the near future.

Dr. S. Dawood Shah addressed the gathering with the Conference report of CESS 2013 which was specially supported by British Council. The conference

saw 700 participants and it consisted of academic reports, panel reports, symposiums, workshops, presentations, and much more.

Following the Conference report -The Presidential address, Valedictory address and two special addresses were given. Amongst the other chief guests present were: Dr. G.A. GhanashyamIyengar, Prof.Dr.Jalees Ahmed Khan Tareen, Dr. S. Sathikh, Prof. Dr. C. MuthamizhChelvan, Ms. Angela French, and Dr. K. Anbazhagan. The next ELTAI Conference will be held in Jaipur, Rajasthan.

SRM's foray into Korea

Student Exchange Program takes a leap!

N Ramya

Five students from various disciplines and campuses of SRM have set out to Hannam University, Daejeon on a Student Exchange Program (SEP). Vuppala Vikas, IVth year CSE department, Vishruthi Vaikunth, IIIrd year BIOTECH department, Saham Atiq, Rahul Ramesh and Prashanth, IIIrd year IT department were sent to South Korea as exchange students. Their academic curriculum allowed them to personalize their subjects of study, from a list approved by the University, where the sum of the credits of the chosen subjects was to range from 9 to 21 per semester. The grading pattern of the University

... a piece of advice for those wanting to go to Korea on the SAP - opt for Korean as your foreign language during the 2nd year at SRM...

also compelled the students to engage in projects concerning to their fields. The credits obtained during this program for a particular subject were then transferred on to SRM's grade sheets, using a conversion scale formulated and agreed by both the Universities. This program was jointly funded by SRM University and the Government of South Korea. It included a stipend which went the distance of taking care of the day-to-day needs of the students.

"We went to different places,,travelled in KTX trains

(trains in Korea that travel at 300kph), had different kinds of food, met people from different cultures and also used 4G mobile connection", mentioned Prashanth. Having undertaken projects in Web Designing, Digital Image Processing and Java, he now feels a sense of confidence in himself in these fields. For all those eager minds wanting to go to South Korea on this program, here's a piece of advice from the exchange student - 'opt for Korean as your foreign language during your 2nd year here in SRM'.



At the Broncho Buddies Farewell Party with friends and officials from the Office of International Services

Semester Abroad Seven Seas Across

Pushkala Aripaka
Abhilasha Guha

During our second year as students of B.A. Journalism and Mass Communication, the opportunity to participate in a Semester Abroad Program (SAP) came our way and we decided to go ahead. It proved to be one of the most enriching experiences of our lives—The University of Central Oklahoma, USA.

From learning French, to being punctual to the T, from taking classes, to hanging out with friends, we did it all. Landing in Oklahoma City, America was not how we expected it to be. It is not all high-rise buildings with people

dressed in suits and stilettos, as represented in Hollywood films. It was a land with open spaces and multi-cultural communities. It was only later that we learnt that this is how most of America is. The university campus was similarly splendid. It had a certain old world charm about it that amalgamated well with modern infrastructure. Scientific laboratories, fraternities and sororities, libraries, and dorms, all adorned the campus.

The professors were really helpful and even though assignments kept us busy, it seemed like cakewalk. As international students, we were made to feel at home all through. Everyone one

was extremely friendly. And, the university's program, "Broncho Buddies," where they partnered up a domestic and international student for cultural exchange, deserves a special mention. It is through this program that we met most of our friends there and made friendships that will last forever.

Had it not been for this program we wouldn't have gone for a live NBA game, tried various kinds of cuisines, experienced our first snowfall, and brushed shoulders with a part of American history. We have come back with millions of memories to cherish that we will carry with us all through. A word of advice to those thinking of taking it up: Go ahead!

SRM's online shopping portal gaining high popularity

Aditya Dabral

"Startle," a start up by some of SRM's Kattankulathur campus students has come up with a idea about the ways to curb the problems regarding the easy availability of resources of daily use. SRMMART, an online intra SRM trade store was hence thought of. Inspired from the Facebook page of SRMStore, this portal has it all—from course text books to reference books, laptops to cell phone accessories, bread boards to dc motors and other project equipment and for those not staying in hostels all sorts of home appliances are available. This online shopping portal; wherein students can not only buy but also sell different

commodities, was founded by Ankit Kumar Pansari (Mech final year) and two recently graduated students Kushal Halder (CSE) and Karan Nayan (CSE), is now gaining high popularity.

Speaking to Spectrum, Ankit Kumar Pansari, said "We saw a latent need of a online store where people can exchange goods and commodities and hence this initiative was taken to foster sustainability and frugal living amongst students in SRM." Further he added that SRMMart is actually not for profit and it will be eventually be handed over to SRM University to provide it with better maintenance and facilities. If you guys want to check it out yourself, log on to www.srmmart.startle.in.

SRM University's Very Own Chess Prodigy

Sanju Varughese Mathew

Having recently achieved a prestigious Grandmaster norm at the 20th International Abu Dhabi Chess Festival held recently in UAE, Ramnath Bhuvanesh Rajaraman, a third year student of B.Tech Information Technology, has his sights set high. He was awarded the title of 'International Master' at the Commonwealth Championships held in Delhi back in 2011 at the age of 16 and hasn't looked back since.

Admission under the Sports Quota has gone some way in helping Ramnath, a winner of multiple State level tournaments, who has competed in tournaments around the world, defeating several International Grandmasters in the process.

An ardent fan of the legendary Bobby Fisher and reigning world number one Magnus Carlsen,

Ramnath whose current FIDE or World Chess Federation rating hovers around the 2400 mark, aims to break into the exclusive 'Super Grandmaster' range of 2650+ in the near future.

Ramnath, first started playing chess at the age of eight and won gold at the Asian U-15 Junior Championship held in Moscow. Ramnath consistently rubs elbows with some of the best in the business and describes his triumph over former World Junior Champion Abhijeet Gupta at the Commonwealth Championships held in Dubai as a victory which holds a very special place in his heart.

Training 2-3 hours a day against computer generated opponents, Ramnath hopes to fortify his ambitions at next month's Chess Championships to be held at Kuala Lumpur, Malaysia.



Ramnath playing a game

Team Rudra of SRM Shines at Rover Challenge

Anup Saboo

Students of SRM University participated in the University Rover Challenge, an international competition organised by The Mars Society at the Mars Desert Research Station (MDRS) near Hanksville, Utah. The event saw 15 teams from all over the world out of which the team from SRM, 'Team Rudra' secured the 5th position. The team was also the only one to represent the whole of Asia in the event.

The objective of the event was to design and build the next generation of Mars Rovers that can work alongside human explorers in the field. Explaining more about the event, Karan Vaish, a Team Member and final year student from Mechanical Department said, "There were four tasks that the rover had to accomplish: the Sample Return Task, Astronaut Assistance Task, Equipment Servicing Task and Terrain traversing Task. All these tasks tested the rover on different parameters such as the technology used, the rover's ruggedness, route-finding ability, the swiftness, and the capability to perform various other operations."

Karthik Pasupatheeswaran, another team member and final year Mechanical Student added, "SRM University helped us with all the activities of the competition. We are happy that we got the chance to represent the University and Asia at URC."



'Team Rudra' poses with Mr. Kevin F Sloan, Director of URC.

When asked about the challenges Team Rudra had to face while preparing for the competition, Akshat Agarwal, team member and a recent graduate from Mechanical Department said, "This being our first time in this competition one major thing that we lacked when compared to other teams was the testing experience in a place like the Moab Desert, which has one of the highest temperature in the World. Another issue was with the use of certain electronic

components in India as their frequency interfered with that of low orbit satellites here. Even with all these difficulties our Bot performed extremely well and completed most of the tasks successfully." He further exclaimed, "One of the judges said our bot seemed minimalistic but was complicated."

Presently, the team has recruited new members and are gearing up for participating in the competition next year.



SRM MARS ROVER at the Moab Desert

Making Their Mark in Space

Three teams from SRM participate in CANSAT, Texas

Nandita Adityan
Anup Saboo

Cansat 2013, a competition organised by The American Astronautical Society (AAS) and the American Institute of Aeronautics and Astronautics (AIAA) at Texas saw Team WelkinSat from SRM University bagging the second position in the Asian Continent and 5th position Worldwide. The competition comprised of 45 teams from 10 countries. The team attained the 5th position after successfully launching a model satellite to record atmospheric data and also remained structurally intact upon landing.

Gaurav Achha, team leader and a recent graduate of the ECE Department explains that

"The overall CanSat system is composed of two primary components, a science payload



Team WelkinSat with Dr. Jim Kirkpatrick, Director of American Astronautical Society after receiving the Memento !!

(simulated using an egg) and a re-entry container that protects the payload during ascent. Once the deployed container system reaches a low enough altitude, the payload is released from the container to safely descend with the sensor (egg) intact." The competition had three stages: the Preliminary Design Review (PDR), the Critical Design Review (CDR) and the final round, which was in Texas. "We were ranked 1st in the PDR and 7th in the CDR stages before the final launch of the CanSat", added Cheerudeep Chintla, Power Electronics Leader and a Final year Student from ECE.

"We tried to improve in terms of technology that we used last year and made the system more robust and reliable. We were successful

in protecting the payload as well as in the communication of the satellite with the ground station," exclaimed Mihir Shah, SPHU Leader and a Final year student from Mechatronics Engineering Department.

Talking to Spectrum, Akshat Agarwal, alternate team leader and another recent graduate from the Mechanical Department said, "We are thankful to the management of SRM University for supporting us, especially to Dr. C. Muthamizhchelvan, Director Engineering & Technology, without whose constant support and encouragement this project would not have been possible." Further expressing his gratitude he said, "Prof. A. Rathinam, Assistant Professor (S.G) of EEE Department has been an inspiring mentor for the team."



The victorious SRM team

SRM wins State Level Fives men ball badminton tournament

Staff Reporter

It was a proud moment for SRM when it won the state level fives men ball badminton tournament for the seventh year in a row. They clinched the title beating a number of teams.

The tournament took place over a period of two days at GORC, Nagapattinam. In the first round of the tournament, SRM University beat Rock fort

BBC, Trichy: 29-22, and 29-19 thus proceeding into the quarter finals. Here, they beat BMD Paraingipettai 29-18, 29-28.

In the league matches, SRM beat Concardia BBC Kanyakumari 29-22, 29-18, GORC Nagapattinam 29-18, 29-26, and PBBC Palani 29-26, 22-29, 29-28. Their effort paid off when they regained the title they held for the last six years.

SRM University Awards Sports Scholarship

Staff Reporter

Keeping with its tradition, SRM University has awarded sports scholarship amounting to Rs. 2, 14, 68,000/- to one hundred and four (104) sports men and women admitted in 2013 to its various programs in Engineering and Technology, management, Science and humanities etc. The scholarship award function was held at the Kattankulathur campus of the university recently.

This scholarship is given to student as full tuition, hostel accommodation, mess, and transport fees. The university provides sports scholarship of

nearly six crores in a year to the students admitted in its Two/Three/Four year programs.

The awardees were chosen in the selection trials conducted recently, in which more than five hundred sports persons competed for selection. The trials were conducted in Cricket, Basket ball, Volley ball, Foot ball, Hockey, Badminton, Ball Badminton, Tennis, Table tennis and Chess by experts from within the university and other experts.

The university is proud to have selected many national and international players such as Mr. Rahul Raj and Mr.

Prashanth (International volley ball players) Mr. Martin Sanjeev (National player in cricket), Mr. S. P. Sethuraman and Abhilash Reddy (International players in chess), Mr. Nitin Thirevengadam (International player in Table Tennis), Ms. R. S. Karpagam (National player in Basket ball) and Mr. R. Manikandan (International player in Badminton).

The chancellor of the university, Dr. Pariventhar presided over the ceremony, and gave the admit cards to the awardees. The Vice chancellor, Registrar and the Director of Sports were also present along with other university officials.



The awardees with the Chancellor, the Vice Chancellor, Director of Sports, Advisor (Sports) and Physical Directors

SRM women's basketball wins inter college state level tournament

Staff Reporter

In a state level tournament conducted at ERA Durai Sports Academy in Kumbakonam recently, the women's basketball team from SRM emerged as the winner of the tournament, and one of the members of the team also bagged the award for the best player.

In the matches, SRM University beat Paavai Engineering College, Namakkal 66-35, S.T.Hindu College, Nagercoil 58-54, and Jeppiar Institute of Technology, Chennai 48-38.

Ms. Surthi Anand, a final year student of B.Tech (IT) won the best player award.

Sports Fitness Tips

Mohanakrishnan

- Get 60 minutes of moderate to vigorous physical activity on most days.
- Mix up your workouts to include both cardiovascular and muscle training exercises for a whole body fitness improvement plan. Cardiovascular exercise helps keep your heart healthy while muscle training exercise can improve posture and strength.
- Try interval training to improve cardiovascular fitness and burn up calories. Interval training requires you to alternate bouts of high intensity with lower intensity during your workout.
- Lift heavy enough weights to make a difference in building muscle. When strength training, the weight should be heavy enough to tire out the muscle with about 12 repetitions. Allow muscles at least one rest day between hard strength building workouts.
- Always start with a warm-up. A few minutes of light aerobic activity followed by gently

stretching the major muscle groups you are about to use will get the body temperature up and help prepare your body for the workout. It can also help prevent injuries.

- Cool down with 10 minutes of stretching. Being physically fit includes being flexible. After your workout, your muscles will be warm and flexible. This is a good time to stretch them out which may help prevent muscle soreness and injury.
- Wear the right clothing. Light-colored, sweat-wicking clothing will help keep you feel cooler when exercising outdoors in hot weather. If you are exercising in cold weather, be sure to wear a base layer that wicks sweat away under your warm layers. Also, choose clothing right for your sport – cyclists wear padded shorts for a reason.
- Consider cross-training. The benefits of cross-training include less risk of overuse injuries, less boredom from doing the same thing, and it gets more muscles involved for overall fitness.

14th All India Inter Collegiate volleyball men tournament won by SRM

Staff Reporter

Sports at SRM added yet another feather to its cap when students of the university won the 14th All India Inter Collegiate volleyball men Tournament, organized by Siddhartha Arts & College, Vijayawada, Andhra Pradesh.

This tournament was held over a period of five days and saw the participation of many colleges from southern India. In the league matches, SRM

University beat SAI Sports Hostel, Bangalore: 25/12, 25/10, 25/11, and beat Sathyabama University, Chennai: 25/12, 25/14, 25/18 thus moving on to the semi-finals. Here, they beat Loyola College, Hyderabad, Andhra Pradesh: 25/14, 25/115, 25/12.

In a thrilling final, SRM University beat Panimalar Engineering College, Chennai: 25/21, 25/17, 25/17, to win the trophy.



The winning team with the Director of Sports, Dr. Muniswaran

Muster Courage to Face Challenges – Founder Chairman of SRM Group

A Staff Reporter

SRM Group of Institutions is popular not only in India but is popular abroad as well,’ said Founder- Chairman, SRM Group of Institutions, Dr. T.R Pachamuthu in Chennai today.

Speaking at the Fresher’s Induction Function of Easwari Engineering College he said, ‘Building a brand like SRM is not easy and we are the only college in India to send a mini satellite to space. ‘He encouraged the students to do continuous hard work and have courage in whatever they do.

Of the 544 colleges in Tamil Nadu, 268 colleges have only 30 percent admissions but is happy that Easwari got 100 percent admissions through counselling and management, the Founder Chairman noted.



The Founder Chancellor looks on as a fresher lights the Kuthuvilaku

The students were inducted into seven branch of engineering courses, which each department having an intake of 120 students, both through counselling in the Anna University and through

Management Quota

Listing out various facilities offered by the college to the students, including research activities, Dr Pachamuthu exhorted

the students to tone up their communication skills, believe in their confidence, concentrate on studies, consistency in performance and muster courage to face challenges, that would mould

them to face challenges when they pass out after four years.

In all 820 students were today inducted into the first batch B. Tech and BE courses for the current academic year in the Easwari Engineering College, part of the SRM Group of Institutions, at its Ramapuram campus in the city.

Principal, Easwari Engineering Colleges, Dr. M. Sekar said, ‘what you do in these four years will decide what you do in the next 40 years.

Pro-Vice Chancellor, Planning and Development, Dr. T.P. Ganesan, said, ‘SRM today has 22 institutions together, Easwari was started as a girls college but was later turned into co-education campus.’

The Director Engineering & Technology of SRM University also participated in the event.

Reporting and Writing for Spectrum...

- Contributing reports should be confined to a maximum of 250 words and must be written by students only.
- Accompanying pictures must have captions. Pictures without caption will not be published
- Request for coverage in *Spectrum* by its editorial team must be made well in advance with an accompanying note and the invitation to sridhar.k@ktr.srmuniv.ac.in
- Coverage of a certain event or receipt of an article does not guarantee publication.

-Editor

College Education Trains for a Career... Dr. Pachamuthu

Aishwarya R

‘The first step to a giant leap’ was taken by the students of Valliammai Engineering College on Thursday, 1st August 2013. The freshers’ induction saw around 3000 people swarm the T.P.Ganesan Auditorium. Parents filled with hope, with the budding engineers wrapped in excitement keeping the spirits of the function enthusiastic.

The Chancellor of SRM University, Dr.T.R.Pachamuthu who is also the Founder and Chairman of the SRM Group of Educational Institutions inaugurated the grand event. The Vice Chancellor of SRM University, Mr. Ponnaivaikko and Director of Valliammai Engineering College, Mr. T.P.Ganesan, offered felicitations. The Principal of VEC, Dr. Chidambara Rajan, welcomed the gathering.

The Founder Chancellor and Chairman, in his address observed “School education offered knowledge to students, but it is college education that



The Founder Chancellor in a conversation with the Vice Chancellor

trains students towards a career.” He also gave them guidelines and words of advice on how to go about with their new beginning at this esteemed university.

One Thousand students who have become a part of the SRM family will be in various courses like Mechanical, ECE, E&I,

EEE and IT. They were all very enthusiastic and seemed to be eagerly looking forward to their journey at Kattankulathur.


The first year chief coordinator, Prof.Lakshmana Perumal delivered the vote of thanks saying “We want to offer quality education to students and also ensure

placements are done.” Parents of 2 students came on to the dais to express their opinions on admission of their wards into this ocean of education and why it was that VEC was their ultimate choice.

A new beginning Freshers. Welcome to the New Family!

Muthucharam Community Radio (CR) through its best focus on its target audience in availing their contribution of programmes and sequential broadcasting makes the participants and the listeners immensely happy and constantly reactive to the radio content. Muthucharam CR invites interested students and faculties of SRM University, Kattankulathur campus who is fluent in Tamil and English to work as script writers, program producers, RJs and you can also get hands on experience in operating a radio station. Join us! Let's say good (Oorukku Nalladhu Solvom) and work towards the upliftment of our neighborhood.

Interested may contact: Station Manager



Oorukku Nalladhu Solvom!

For further details contact:
 Office : Station Manager, Muthucharam CR, Room No:917, 9th Floor, University Building, SRM University - 603 203
 Radio Station: Station Manager, Muthucharam CR, Main Campus, Hi-tech Block (Terrace)
 Email: cr.muthucharam@gmail.com / Web: <http://www.srmuniv.ac.in/muthucharam/>
 Mob: 9790946086.

904
SRM

Of Tony Starks and Clark Kents

Rahul Jain

As Naveen entered the room, tired from the day's events, he threw his bag on the chair across the room, a shot perfected by two years' practice; he couldn't help but recall the things that happened. Overload of assignments, teachers throwing last minute assignments, tantrums, arguments with girlfriend. A dull throbbing ache developed behind his eyes. All Naveen wanted to do was put his iron man suit on and blast through the hotel room. There was only one problem; he wasn't Tony Stark.

The events mentioned above aren't unfamiliar nor is the desire. The crushing feeling of the mundane dealings which supposedly can be escaped only by becoming a superhuman haunts us. All of us have experienced it.

And it isn't hard to understand the desire. Across the superhero universe, there is a set trend of an average (mostly in physical aspects) person who through a course of events and maybe hard work obtains skills and abilities

which make them superheroes. The first contradiction that comes to mind against this idea is Thor. But even he had to prove himself worthy of Mjölfnir, his hammer.

This transition from agonising pain to rewards is enough to attract us to the concept. From Peter Parker to Spiderman, from Reed Richards to Mr. Fantastic, from Tony Stark to Iron Man (that would be lovely), we can relate to all of them. And possibly the biggest testimony to the phenomenon is the one who isn't considered a superhero but is loved by all; The Boy Who Lived.

The line spoken by Hagrid is etched in our memories- "Yer a wizard, 'arry"; the words we all hope to hear someday.

However, despite numerous retellings and iterations, we can't grasp the simple fact that it's not the abilities that make them heroes, it's the fact that they were ordinary. After all, nothing was stopping Harry from becoming the next Tom Riddle (Voldemort).

Flying High with Ideas

Joel V Vasanth

"At Airbus, we work in a world of unobtainiums, solutions for seemingly impossible challenges that shape the way we live. We want students to adopt that innovative spirit in Fly Your Ideas 2013." These are the words of the Executive Vice President, Engineering at Airbus and the Patron of Fly Your Ideas himself, Charles Champion.

Airbus' Fly Your Ideas competition challenges students from around the globe to develop new concepts for a more efficient aviation industry. Teams were presented with an array of challenges to choose from - energy, efficiency, affordable growth, traffic growth, passenger experience and community friendliness. More than 600 teams enrolled for the competition. The top hundred were selected in the second round where they were

expected to send in a paper with a video of the soon-to-be presentation. The top five teams qualified as finalists, amongst which one represented SRM University, Kattankulathur. Three of our students consisted in the team. Balakrishnan, Michael V Thomas and Anita Mohil, final year Aerospace engineering were the three out of 2500 applicants who were lucky to, or rather, had deserved to walk through the A380 Airbus Headquarters in Toulouse, France, where the paper presentation took place.

"Our suggestion was to reduce flight noise from the engine exhaust by using thermoelectric and shape memory alloys. We're proud that we've fared well and thank the administration for this opportunity", says Balakrishnan. The team then travelled to the headquarters of UNESCO in Paris on the 14th of July to receive their prizes.

Edited and Published by : **The Department of Journalism and Mass Communication**, Faculty of Science and Humanities, SRM University, Kattankulathur, Kancheepuram Dist., Tamil Nadu. Ph : 044-27452270. Printed at : Green Pearl Publications Private Limited, 211/2, East Potheri Village St., Kattankulathur-603 203.