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Media plays a vital role but has issues of credibility - Dr. Nirmala Lakshman

A Staff Writer

A majority of news organisations, especially television and radio channels are controlled by giant companies in the United States and sadly the trend of consolidation of unregulated media is happening in India too, observed Dr. Srividhya Raghavan, Professor of Law at the University of Oklahoma, Norman, Oklahoma, USA, in a theme address at the SRM University's Kattankulathur Campus recently.

Dr. Raghavan, a Fulbright-Nehru Fellow was participating in an international seminar titled 'Regulating the Media?' organised by the Young Journalists Association of the Department of Journalism and Mass Communication, School of Media Studies and School of Government and International Affairs in association with the United States-India Educational Foundation (USIEF) and generously supported financially by The Hindu newspaper.

The challenge before the media was two-fold Dr. Raghavan maintained — finding out what the readers' expectations were and how these expectations could be met. In a hurry to meet such expectations, the media began "pandering to the masses" she remarked going on to say how appalling it is to find highly objectionable news reports and photos even in sports section of a newspaper. Dr. Raghavan further added that politicians and their political parties have started television channels and in such media houses, objective reporting would be a casualty.

Dr. Nirmala Lakshman, Director, Kasturi and Sons,



Dr. Nirmala Lakshman delivering the inaugural address.

said the media had to make a self-introspection on what it does in a society as it is one of the main pillars in a democratic environment, be it in India or in other democracies like the United States.

"The media plays a vital role as a tool of empowerment for the citizen to pursue a better quality of life," Dr. Lakshman said while delivering the Inaugural Address. She regretted that issues like paid news and private treaties with companies for equity stakes had brought down credibility to an all-time low.

A journalist in her own right, a literary critic and a highly accomplished scholar Dr. Lakshman argued that while the media does indeed play a vital role in shaping public opinion and keeping a watchful eye on a diverse society like India, the question does indeed arise if there would have to be certain regulations imposed on the media houses. But the bottom



Dr. Wendy Singer

line according to her was if these restrictions have to come from the outside or something that could be done effectively from within the media houses and media industry itself.

"It is perhaps worth bearing mind that as a mature democracy, statutory regulation by the government will completely undermine true democratic functioning in the country and the press will be fettered and unable to discharge its duties as protector of civil liberties and rights. An outside regulatory body comprised largely of media practitioners themselves and perhaps eminent citizens and justices functioning on a rotational basis and armed with more teeth than the present Press Council to check serious lapses and ensure accountability may be what is needed", Dr. Lakshman maintained.

In her Special Address, Ms Jennifer McIntyre, Consul General for the U.S. in Chennai, stressed press freedom was an

idea common to both India and United States and that the media houses in both democracies took upon their roles quite seriously at that.

"Jokes aside, press regulation, or conversely, press freedom, is an idea central to both of our democracies. The founders of the United States thought enough that they made it part of the Bill of Rights, indeed in the very First Amendment to the Constitution. Likewise in India, press freedom is addressed directly in your Constitution. As the world's oldest and largest democracies, it is instructive that both countries place such prominence and protections on freedom of the press. Our founders took this idea seriously and so should we," Ms McIntyre observed.

"But we can't simply respond to the question of freedom of the press with yes or no. It's a

complex issue that generates many important follow-ups. Should all sources be protected? Should journalists abide by a particular code of ethics? And what to do with social media and the rise of non-professional journalists? I don't think anyone has clear answers to these questions, which is why the discussions here the next two days are so valuable," she added.

Mr. Ravi Panchamoorthoo, Chairman of SRM Group of Educational Institutions, argued that the media should give more space for positive news over negative content with the accent not only on sensationalism.

"The media in any democracy is generally seen as the Fourth Pillar or the Fourth Estate keeping a close watch on the functioning of the system... But the role of the media goes beyond exposing individual and specific acts of corruption and scams. The media in any democracy should be the guiding light of what a society should be," he maintained in his prepared remarks.

"...where is the media in highlighting the woes of the common person? The mad race for competition and in looking for all those eye-catching headlines has raised the pertinent question of where the media corporate are heading. At the SRM Group of Institutions, I would have to remind you, we are also a media conglomerate trying to come to grips with this challenging and daunting task" he added.

"Now why do we even talk about Regulation of the Media?", posed Dr. R. Balasubramanian, Director of the Faculty of Science and Humanities, in his Welcome address. "Those who go strictly by Freedom of Speech and Expression are appalled that democracies even talk about regulation. And yet there is also the perception that in this mad race in the so-called name of competition sections of the



Dr. Srividhya Raghavan with the theme address.



The Consul General of the United States of America in Chennai interacting with Journalism Students.



Dr. Arvind Sivaramakrishnan

media may have crossed that fine line on what can be printed or broadcasted and hence the urgent need to bring order to a system that is seen to have gone haywire. This naturally brings about the central theme of this international seminar—does the regulation have to come from within or without?” he said.

“I believe there are two things that the media now faces. The first is within the industry for the clamour to be the first and hence the pressure to produce. Journalists are under tremendous pressure to come up with something that is different from what the competition has put out” remarked the registrar of SRM University, Dr. N.Sethuraman, said in his prepared remarks while offering felicitations.

“And the second is from outside the industry—from the different branches of the political system that is quite upset and irritated at what is being read in newspapers and seen on television screens. Much of what is read and seen may be true but there are indeed a perception of a lot of gray areas. And this brings about the issue

of Regulation” he added.

The Vice Chancellor of SRM University, Dr. M.Ponnaivaikko also offered his felicitations stressing the vital role played by the media in an era of globalization and information technology.

Dr. Sridhar Krishnaswami, Head of the School of Media Studies, highlighted the theme of the international seminar and introduced the main participants and the Dean of the Faculty of Sciences, Dr. K.Sengotti proposed the vote of thanks.

The Valedictory programme on Day Two saw the Senior Deputy Editor of The Hindu, Dr.Arvind Sivaramakrishnan, the Vice Chancellor of Tamil Nadu Dr. Ambedkar Law University, Dr. V. Vijaykumar as featured speakers with the Vice Chancellor of SRM University Dr. M.Ponnaivaikko delivering the Presidential Address.

American Fulbright-Nehru Scholars who participated in the international seminar and had interactive sessions in panel meetings were Dr. David Stairs of Central Michigan University,



The Vice Chancellor of SRM University presenting a memento to Dr. V.Vijayakumar, Vice Chancellor, The Tamil Nadu Dr. Ambedkar Law University

Dr. Srividya Raghavan of the University of Oklahoma, Dr. Kristen Rudisill of Bowling

Green State University of Ohio and Dr. Wendy Singer of Kenyon College, also in Ohio.

Panel Discussion: Do Democratic Societies Need to Police The Media?

A Staff Writer

“Regulation should be seen for the betterment of society and not for one’s convenience,” was the underlying message in the panel discussion held in Mini Hall I organized by the Young Journalists Association and the School of Media Studies, Faculty of Science and Humanities. The guest speakers included Dr. David Stairs, Professor of Arts and Design at central Michigan University, Dr. Wendy Singer, historian at Kenyon College, Ms. Sujatha Ramachandran, Special Correspondent of The Hindu, and Ms. Archana Arul Research scholar in the school of media studies at the Faculty of Science and Humanities, SRM University. The first speaker Ms. Sujatha



At a panel discussion - Dr. Kristen Rudisill, Dr. David Stairs and Ms. Kausalya Santhanam

spoke about her experience as a journalist at The Hindu. She elaborated on the right for freedom of speech that all citizens have, and the duty for all journalists to report pure facts. As citizens of a democratic country, people have the right to know every happening across the world. Dr. Singer agreed saying there should not be strict regulation of media, but rather

there should be more media coverage and reporting. Ms. Archana, who gave the paper presentation, spoke about how the Indian constitution has the duty to protect people’s rights. However, the constant pressure from political outlets on media is slowly blurring the line between what is good and bad. She concluded saying there should be regulation, but

based on what is good for society as a whole.

Dr. M. Ponnaivaiko, Vice chancellor of SRM University delivered the Presidential Address at the valediction, stressing on self-regulation for media to avoid losing our human nature. Dr. V. Vijayakumar, Vice Chancellor of The Tamil Nadu Dr. Ambedkar Law University delivered the special address. “...today media and democracy is intertwined so much that it’s hard to separate them.” He remarked adding that the same constitution which allowed freedom of press also tells the various situations where it can be restricted. Dr. Arvind Srivarmakrishnan, Deputy Editor of The Hindu stressed that reportage is separate from comment, and that “an informed citizenry” is most ideal for self-regulation.

Cover Page Pictures...

Two important events at the SRM Group of Institutions— Annual Day Celebrations at the TRP College of Engineering, Trichy; and an International Seminar under the aegis of the Faculty of Science and Humanities, Kattankulathur Campus.

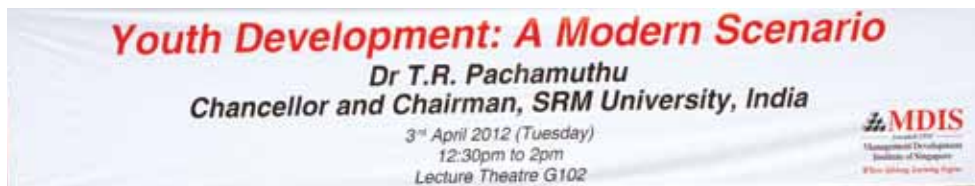
The first picture shows the Chancellor and Dr. R. Shivakumar, Chairman, Trichy Campus along with actor - director R. Parthiban giving away a Certificate of Merit to Sai Raghava, a student of EEE.

The second picture shows the Chairman of SRM Group of Institutions Mr. Ravi Pachamoothoo presenting a memento to Ms. Jennifer McIntyre, the Consul-General of the United States of America, Chennai. Also seen are the Vice-Chancellor, Dr. Nirmala Lakshman, the Registrar and the Director, Faculty of Science and Humanities.



The Registrar of SRM University, Dr.N.Sethuraman welcoming, Consul General, Ms.Jennifer McIntyre with the Director of the Faculty of Science and Humanities, Dr. R.Balasubramanian looking on.

At the city state...



Recently the Chancellor of SRM University visited Singapore where he addressed students and faculty of the Management Development Institute of Singapore (MDIS)

Consolidate strengths: youngsters told

Mark Nathan

As the Indian industry has become globally competitive, it requires people with technical skill sets which are globally benchmarked and sourced. This will result in both Indian and foreign industrial R & D centres vying with one another to seek the best brains.

So, young graduands should consolidate their strengths, buildup and enhance their potential and confidence and fit into these spheres, said Additional Chief Secretary to Government of Tamilnadu (Department of Higher Education), T S Sridhar.

He was speaking at the 12th graduation ceremony of Easwari Engineering College, a unit of SRM group of educational institutions.

In the years to come India would be one among the top economies of the globe, he said. Reminding the Goldman Sachs predictions for 2050, he said the sub-continent would be finding place among top

countries like China and the USA. And youngsters of today have a high stake in taking the nation to glory amidst such bright prospects, said Sridhar.

‘While these are greener aspects of our future, the young minds have to be aware of the other sides too. These are times for

swift change. In this period of flux, we always look to education for solutions-only education will enable you with abilities to be responsive to change. Hence update your knowledge with higher degrees as well’, said the top bureaucrat. Stressing on the knowledge factor he said it has always been the prime

mover for prosperity.

‘A knowledge society is one of the basic foundations for the development of any nation. Knowledge has many forms and it is available at many places. The acquisition of knowledge has therefore been the thrust area throughout the world

and sharing the experience of knowledge is a unique culture of our country.

Chancellor of SRM University T R Pachamuthu said focus on enhancing employability among young graduates must be a matter of high attention. ‘Though there are about 3000 engineering colleges across the nation with over 5 lakh graduating from them every year, and a little over 250 engineering colleges in Tamilnadu and about 1.5 lakh graduating from them, roughly about 10% of them are employable’.

He also said the students who move out of the colleges have a responsibility to perform well. It is based on performance of these students in the work places; the companies would judge the educational institutions they come from. Of the 818 students who received their degrees and awards Ms. Jayachitra of ME (EEE) secured the Anna University Gold Medal. Around 581 were from under graduate stream and 237 from post graduate stream. About 17 students from under graduation and 10 students from post graduation achieved university ranks.

Dr. R. Shivakumar, Chairman, SRM Group of Institutions (Ramapuram & Trichy Campuses) and SRM University Registrar Dr. N. Sethuraman participated.



Additional Chief Secretary to Government of Tamilnadu (Department of Higher Education) T. S. Sridhar conferring the Gold Medal and Certificate to Ms. Jayachitra of ME (EEE) in the presence of SRM University Chancellor Dr. T.R. Pachamuthu and Dr. R. Shivakumar, Chairman, SRM Group of Institutions (Ramapuram and Trichy Campuses) at the 12th graduation ceremony of Easwari Engineering College Also seen is SRM University Registrar Dr. N. Sethuraman.

Look beyond education, students advised

By Mark Nathan

Getting a mere degree in education is not enough and students must look to continue their efforts towards perfection, Madras High Court Judge K. Venkataraman remarked while addressing the gathering at Eighth graduation day of Valliammai Engineering College, a member of SRM group of institutions. Good institutions, top class teaching faculties and fine environment for learning help students learn their lessons well, it is up to them to stay with gratitude towards their places of learning.

“Wherever they (students) go, they must not forget their institutions of learning” Justice Venkataraman said adding that students are not to forget their parents and well-wishers. “Had it not been for the hard work and sacrifices of the parents and well wishers, students wouldn’t have found place in the institutions of learning” he said. The graduands must show gratitude for the sacrifices of their parents in shaping their



Justice K.Venkataraman and the Chairman of SRM Group of Institutions, Mr. Ravi Pachamoothoo with medalists

future. Justice Venkataraman also stressed the need for cordial relationship between students and teachers. It is only a friendly relationship between the students and teachers that can aid free flow of knowledge between them, he said and called for a continuous improvement of

knowledge. “The present day engineers need to be equipped with knowledge of latest technologies in their respective fields and its implementation for betterment of the society. Students must inculcate right mindset and aim for starting their own ventures and focus

is to be on job generation. It is a right mindset that helps kick starting own ventures”, he added.

SRM University and SRM Group of Institutions Chairman Thiru Ravi Pachamoothoo, SRM University Vice-Chancellor

Dr. M. Ponnaivaikko, Pro-Vice Chancellor (Planning & Development) Dr. T. P. Ganesan, Pro-Vice Chancellor (Medical) Dr. P. Thangaraju, Registrar Dr. N. Sethuraman and Valliammai Engineering College Principal Dr. M. Balasubramanian were present on the occasion.

Positive and right aptitude important for life—Justice Periya Karupppiah

Mark Nathan

“Never give up your dreams and aspire for achieving greater heights” said Mr. Justice V Periya Karupppiah, Judge of the Madras High Court at the 16th Graduation Day of SRM Arts and Science College, Kattankulathur.

“To be successful one has to be an optimist and an optimist expects his/her dreams come true and never be a pessimist so that the nightmares of a pessimist do not trouble you” he said addressing students.

“Life is no resting even for a person who has achieved success and to maintain such success one must always be on the go. Professional ethics, integrity sterling character and values are some of the virtues that are



The Chairman of SRM Group of Institutions and the Chief Guest with the toppers.

of quintessential importance of any professional and right aptitude decides one’s altitude in life,” he added.

Turning nostalgic he quoted

Swami Vivekananda “don’t look back, look forward” and maintained that the world is for the younger generation. He called on this generation

to make every effort to truly achieve all that they can in the best possible way and do their bit for the society and underprivileged and pursue

passionately the ambition.

The college release said of the 150 students 50 were rank holders of the University of Madras and of which 4 students bagged gold medals. The college management also presented gold medals weighing 8 grams to the gold medalists.

About 71 students were given fee concessions and 40 students were given free education. Over 100 research papers have been presented by the faculties in both national and international conferences and some were published in the ISBN proceedings and books.

The Principal Dr K Subburam read the annual report and Dr T P Ganesan, Pro Vice Chancellor - Planning and Development, SRM University welcomed the gathering.

Camber Racing - Now powered by Elephant Poo !

Joel Vasanth

Yes! It's official. And they're proud of it! On observing the rising speculation about eco-awareness, and having developed a yearning to be associated with a green campaign, the team has decided to bring about a revolutionary partnership with 'Haathi Chaap'.

'Haathi Chaap' is an organisation that deals with manufacturing paper from elephant dung. "With all the speculation about environmentally friendly products, we decided to explore opportunities as such for ourselves. Right then, I came across Haathi Chaap", says Rishab Dugar, Brand Manager of Camber Racing. They have now made the company their official awareness partner. The paper is probably one of the most ecologically safe papers to make and use. "It's a breakthrough for the team. This was exactly what we needed - paper for promoting our brand name. Moreover, this fits perfectly into our domain", he said. The team now has all their documents printed with Haathi Chaap paper, such as sponsorship proposals, business cards, newsletters, etc.

Offer letters for all the new recruits were also printed on Poo Paper. It was recently promoted in the event 'Design Freak' held by the Society of Automotive Engineers(SAE) where all the participants used the paper and winners were given hampers with similar products.

"We urge you all to visit their website and use Haathi Chaap products, which you can get in association with the Camber Racing brand name", said Akhilesh Krishnan, Corporate Director for the team.

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Improve existing technology - T.P. Ganesan

Staff Reporter

The second National Conference on "Emerging Technologies in Electrical Engineering" was organized by the Department of Electrical & Electronics Engineering, Valliammai Engineering College during 11th and 12th April 2012. The Conference began with the inaugural function on 11th April 2012. Dr. T. P. Ganesan, Pro Vice Chancellor, SRM University presided over the function. The Chief Guest for the occasion was Dr. S. Salivahanan, Principal, SSN College of Engineering and Smt. Namagiri Ramesh, Delivery Manager, Tech Mahindra.

Dr. D. Padma Subramanian, Prof. & Head, Department of EEE, Valliammai Engineering College welcomed the gathering. This was followed by the Presidential Address by Dr. T.P. Ganesan. He expressed his concern over the quality of power available in India compared to Western countries where power interruptions are not to be seen. He also insisted that in addition to the quest for new technology, the engineers should find ways of improving the existing technology.

Following this, Dr. S. Salivahanan presented the Inaugural address. He elaborated on the history of research in India and highlighted the importance of promoting research in India. He concluded his address insisting the audience to avail IEEE membership whereby they can contribute to research and development in India.



Dr. T.P.Ganesan with special invitees at the inaugural

Subsequently, the Guest of Honour, Smt. Namagiri Ramesh gave her special address in which she pointed out the three stages of learning viz., awareness, appreciation and applicability. She also stated that finding alternative solutions to problems was the need of the hour. Next, Dr. M. Balasubramanian, Principal, spoke about the four basic requirements of a citizen – health, best possible education, communication and power.

Dr. S. Thiruvengadam, Professor of Eminence, EEE department, VEC elaborated on the benefits of the conference from the point of view of students, department and the Management, following which Mr. K.Srinivasan, Assistant Professor, EEE delivered the vote of thanks.

The first day of the Conference also saw two Key Note addresses: one by Mr. Gautham Ponnu, Application Engineer, National Instruments and the other by Smt. Namagiri Ramesh. Mr. Gautham Ponnu in his Key Note address on "Enabling Engineers for a better Tomorrow" spoke about National Instruments and

its history. He then proceeded to point out the qualities expected of an engineer, the grand challenges in engineering and the increasing role of visualization in understanding an engineering concept. He also explained the need for experiential education and the innovative projects developed by the National instruments in association with budding engineers in colleges.

The second Key Note address by Smt. Namagiri Ramesh was on "Equipping Electrical and Electronics Engineers for the emerging trends of today in the context of IT". She began her address with an overview of IT industry and its expectations. She then pointed out the competencies viz., skill, knowledge and attitude required for success in IT field. She stressed the importance of 'thinking beyond' for employability. She then concluded her address with the various IT opportunities and the roles of engineers in IT industry. The second day of the conference began with the technical paper presentation session with 30 papers presented in two tracks on diverse areas including Power Systems, Power

electronics, FACTS, Electric drives etc.,. About 100 papers were received from students, research scholars and teaching faculty from which 53 were selected for publication in the Conference proceedings. Dr. S.P. Natarajan, Professor & Head, Department of EIE, Annamalai University, Dr. M. Kumarappan, Professor, Department of EEE, Annamalai University, Dr.S.S.Dash, Prof. and Head, Department of EEE, SRM University and Dr. S. Thiruvengadam, Professor of Eminence, Department of EEE, Valliammai Engineering College comprised the judging panel. Among the presented papers three papers were adjudged the best and were awarded.

The Valedictory function was presided over by Mr. V.G. Manoharan, Chief Engineer, Protection and Communication, Tamilnadu Transmission Corporation, TNEB Ltd. Dr. D. Padma Subramanian presented the Conference report and welcomed the dignitaries on dais. Mr. V. G. Manoharan delivered the valedictory address. In his address, Mr. V. G. Manoharan spoke about the current power scenario in Tamilnadu and in India and the ambitious power projects that have been planned for meeting energy needs in the future. Following the valedictory address, the Chief Guest gave away the prizes to the participants and congratulated them for their efforts. Mr. K. Elango, Assistant Professor, EEE delivered the vote of thanks.

Tapspee 2012 at Easwari engg college

Spectrum Reporter

The Department of Electrical and Electronics Engineering of Easwari Engineering College organized the second one day National Conference on "Technological Advancement in Power System & Power Electronics Engineering" – TAPSPEE 2012.

Dr. R.Sarathi, Professor, Department of Electrical Engineering, IIT Madras inaugurated the conference and delivered the keynote address. He touched on the areas of



Dr. Sarathi of IIT, Madras inaugurating the event

research in the field of Power Systems & Power Electronics and released the proceedings of the conference. Dr. Jothi

Mohan Balasubramaniam, Principal presided over the function. Dr.A. Peer Fathima, Head of the department of

Electrical and Electronics Engineering emphasized the importance of the conference in the present day situation.

About 350 Research papers from all over India were received from 93 colleges. The research papers relating to the solutions of the existing and most urging problems in the fields of Power System and Power Electronics were taken into consideration and called for presentation in the conference. Technical sessions and lively panel discussions were the highlights of this event.

Cultural event - STRINGZ' 12

Staff Reporter

STRINGZ' 12 is the annual cultural event organised by the SRM University, Ramapuram. This Intra college cultural event is between the 4 House teams namely AAKASH, AGNI, PRUTHVI and TRISHUL. Every year the management appoints a President and a Vice President who are neutral and help in organising and managing the entire event. The captains and vice captains of the particular house identify students from various departments, find out their interests and make them participate in the events. Like the previous years, STRINGZ' 12 started off with all excitement and expectations with 16 off-stage events and 4 on-stage events.

STRINGZ Culturals of the SRM University, Ramapuram was inaugurated at the open air theatre. The welcome address for the inauguration was given by Ms. Beula, Head of the ECE department and Cultural Coordinator for STRINGZ' 12. The inaugural address was given by the Dean, Dr. K. Abdul Ghani and it was felicitated by the Vice Principal, Dr.L. Antony Michael Raj. The Vote of thanks was proposed by Dr. C. Sundar, Head of the MBA department and Cultural Co-Coordinator for STRINGZ' 12. The great gala event kicked off with a stunning classical dance performance by Ms. Paushali of MCA 1st yr, which was followed by a hilarious mimicry performance by a 1st yr MBA student, Mr. Charles Franklin.



The Skit and Mime was the first competition for the day. Agni and Aakash teams performed Mime while Trishul and Pruthvi performed Skit. The judges for the event were Mr. Prabakaran and Mr. Arupudaraja, both directors and script-writers from the film industry. Aakash house's performance was mind-blowing and they bagged the first prize.

Next up was an electrifying performance by the college rock band that performed its own composition and a couple of other rock songs.

Guest of honour Mr. Sricharan, Rapper and playback singer, mesmerised the audience by his guest performance.

The next competition in line was Solo dance. Participants of each house performed. Judges for the event were Mr. Sathish and Mr. Raju, well known choreographers from the industry. Ankur of Pruthvi house turned out to be the best of all.

Special guests for the day

were Mr. Bharath & Mr. Sujith, playback singers who made the crowd swing to their tunes.

Post lunch was a line up consisting of the most awaited events of the day, beginning with the group dance competition. Teams from all the four houses enthralled the stage by the

outstanding performance. Their group dance was judged by Ms. Varsha Ashwathi, cine actor, and Mr. Saravanan, dance choreographer from the film industry. After an hour of intense competition Agni emerged as a clear winner.

The college dance team which won the national level inter college Milan Culturals graced the crowd with a special performance. The chief guests of the day were Ms. Brinda Das, actor and Mr. Rajesh Kanna, director. The prize distributions for the various Off-stage events were given by them. Following which they were also the judges for the Fashion show. As the cultural was coming to an end it was time for the finale, the Fashion Show. Teams from different houses walked the ramp portraying a multitude of

themes. Aakash team was judged the winner. The culturals was wrapped up with a valedictory function. The welcome speech was given by the Vice President of STRINGZ' 12, Ms. V. Vaishnavi MBA 1st yr. The Registrar of SRM University Dr.N.Sethuraman addressed the gathering.

The overall championship trophy was handed over to the Trishul team for their outstanding performance in the off-stage and on-stage events. The vote of thanks was delivered by the President of STRINGZ' 12 Mr.Roin CSE Final yr, thanking the Management, Cultural Coordinators, Heads of the departments, Captains, Vice Captains, Volunteers, and the participants.

Facing challenges of market place

Staff Writer

With a view to creating a platform to share innovative ideas and to debate the challenges faced in the global market place the Departments of Commerce and Economics along with the student club Merx Mercis, organised a two day conference on "Innovative Marketing Trends, Issues and challenges".

The inaugural function had Dr.R. Balasubramanian, Director, FSH, SRM University who inaugurated the conference and welcomed the gathering. Dr.K.Sengotti Dean, FSH, SRM University introduced the Chief Guests. The presidential address was given by Mr.M.Subramaniam, Director SRM Global. The inaugural address was given by Mr.S.Shyam

Sundar – Director Southern Group of Companies. The Keynote address was delivered by Mr.M.Balasubramaniam Director-Finance, SRM group of Institutions.

The Conference was attended by 750 Students, 50 Research Scholars and 100 Faculty members from various educational Institutions and Universities from all over India and Srilanka, and a total of 180 papers were received. The selected works were published as a look which was released during the inaugural function.

Four technical sessions were held on both the days which emphasized on the topics of Innovative Marketing Strategy, Green Marketing, Globalization and prospects of the Indian economy, and FDI in retail

marketing. At the valediction welcome address was given by Mrs. S.Chitra, Head-Department of Commerce, FSH, SRM University. Dr.S.Tamilarasi, Asst. Professor, Department of Commerce, introduced the guest.

Dr.Jayashree Suresh, Dean-School of Management, SRM University, interacted with the student community. Mrs. Nallammai Ramanathan, Executive Director, Abirami Theaters (P) Ltd., and Mr. N.S.Udayakumar, Managing Director Compass Group shared their experience being a successful entrepreneur by way of innovative marketing.

The function ended with vote of thanks by Mr.T. Rajeshwaran, Head-Department of Economics.

Short Film Success

Kashmira Samel

Laying testimony to the plethora of talents nurtured by SRM University, Harish Kashyaap of Electrical and Electronics Engineering and Charithra S of Computer Science Engineering won 2nd prize for their short film 'Vidiyal' at a national level film making competition, 'Inspiration Chennai' held in Chennai. The competition was conducted by Whistling Woods International, Mumbai, one of the top film making institutes of India. 'Vidiyal' was the only non-Visual Communication student film entry in the total of 98 participants.

The judge's panel for the competition included Mr. Balu Mahendra, veteran South Indian film director and RJ Balaji from BIG 92.7 FM. Appreciating the film, Mr. Balu Mahendra said, "It was a brilliant idea with precise background score." It was a 14 minutes thriller movie based on the concept of a psycho-killer. A total of 8 students worked on the film including the two award winning directors. Talking about the success of the film Harish said, "It was a short film for the first time with no budgets and no professionals used. We learnt a lot and it was amazing to taste success. We are planning another short film."



The Director of the Faculty of Science and Humanities and other dignitaries at the release of the proceedings.

INDIA TODAY ZEE TV-DNA & EDUCATION TIMES RANK SRM UNIVERSITY AS INDIA'S NO.1 MULTIPLE STREAM PRIVATE UNIVERSITY



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 Engineering Program of
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 has been accredited by the
 Engineering Accreditation Commission of
ABET, USA
<http://www.abet.org>



ENGINEERING		UNIVERSITIES	
RANK 2011	NAME OF THE INSTITUTE	RANK 2011	NAME OF THE INSTITUTE
01	IIT-Kanpur	01	University of Delhi
02	IIT-Bombay	02	Jawaharlal Nehru University
03	IIT-Delhi	03	University of Mumbai
04	IIT-Kharagpur	04	University of Calcutta
05	IIT-Madras	05	University of Pune
06	IIT-Roorkee	06	Maharaja Sayajirao University
07	IIT-Guwahati	07	University of Madras
08	NIT-Warangal	08	SRM University, Chennai
09	SRM Engineering College, Chennai	09	Banaras Hindu University
10	MN-NIT, Allahabad	10	University of Hyderabad
11	Institute of Technology, BHU, Banaras	11	Jadavpur University
12	Vivekananda Technological University, Belgaum	12	Osmania University
13	College of Engg. Pune	13	Jamia Millia Islamia
14	Indian Institute of Information Technology, Hyderabad	14	Manipal University
15	Delhi College of Engineering	15	Vellore University
16	Vellore Institute of Technology	16	Aligarh Muslim University
17	Dhirubhai Ambani Institute of Information & Technology, Gandhinagar	17	Barkatullah University, Bhopal
18	Manipal Institute of Technology, Manipal	18	University of Punjab, Chandigarh
19	NIT, Trichy	19	Allahabad University
20	PSG College of Technology, Coimbatore	20	Amity University, Noida
20	ISM, Dhanbad		

The survey was conducted by Zee News, which commissioned it to the world's third-ranked research agency Ipsos



Our commitment to quality in education has been rewarded, yet again. India Today, The Education Times and Zee TV - DNA rank SRM University as India's No. 1 Multiple Stream Private University. Everyday we strive to bring global exposure to our students with cutting-edge curriculum, international faculty and world class facilities at SRM University. We know that when we focus on bringing out the best in our students, we will be known for quality. Because at SRM University quality is a habit and ranking is virtue.



SRM
 UNIVERSITY
 (Under section 3 of UGC Act 1956)

INVENTING THE FUTURE





Ms. Gokula Indira and the Chairman of SRM Group of Institutions with the award winning students. Also in the picture are Dr. Antony Ashok Kumar, Principal, Hotel Management Institute (extreme left) and Dr. N.Sethuraman, Registrar, SRM University (extreme right)

Hotel Management students garner National Awards

Mark Nathan

It was a day of reckoning for SRM Hotel Management students who garnered national ranks at the National Council examinations 2010-2011.

SRM Institute of Hotel Management, Kattankulathur affiliated to the National Council for Hotel Management & Catering Technology, Ministry of Tourism, Govt. of India is one of the premier institutes in the country offering B.Sc programmes in Hospitality and Hotel Administration and ranks first among the top colleges in India as per the ranking by Competition Success Review published in its April 2011 issue.

The National Council of Hotel Management & Catering Technology, Ministry of Tourism, Government of India, New Delhi conducts the All India National Council Examinations annually. Arjun Mukhund and Mr. Naresh Kumar, Final Year students, B.Sc, Hospitality and Hotel Administration, SRM Institute of Hotel Management & Catering Technology have been awarded the Gold Medal and Silver Medal (Cash, Certificate and Medal) for Academic Excellence for their overall performance for these three consecutive years (2008-2011) by the National Council for Hotel Management & Catering Technology, Ministry of Tourism, Govt. of India in the All India National Council Examinations.

Subodh Kant Sahai, Hon'ble Union Minister for Tourism, Government of India presented

Mr. Arjun Mukhund and Mr. Naresh Kumar the Gold Medal and Silver Medal respectively for Academic Excellence for their overall performance for the three consecutive years (2008-2011) on April 4, at Pusa, New Delhi.

Education Excellence Award 2012 was Conferred to SRM Institute of Hotel Management, Chennai by Brands Academy at a ceremony held at Hotel Crown Plaza, Delhi on March 31 this year. Dr. Shashi Tharoor, Hon'ble Member of Parliament presented the award to the Director & Principal Dr. D. Antony Ashok Kumar.

Ms. S. Gokula Indira, Honorable Minister of Tourism, Govt. of Tamil Nadu offering her felicitations invited more investments in the Tourism sector of the state and congratulated the institute for augmenting the skilled man power to the hotel industry. She also assured all help to the institute in opening up more hotels if they come forward with proposals.

Ms Gokula Indira added that SRM Institute of Hotel Management boasts of placing its students in major hotels like Oberoi, ITC, Sheraton, Starwood, Marriott to name a few and the graduates were working in various management positions in India and abroad.

Mr. P. Ravi Pachamoothoo Chairman of the SRM University and SRM Group of Institutions honoured the rank holders with a cash prize of ₹ 1, 50,000 to the gold medal winner and

₹75, 000 for the Silver medal winner. The students expressed their sincere thanks to the management of the institute for their dedicated and motivational efforts and hands on training provided for achieving these accolades.

SRM University Registrar Prof. N. Sethuraman proposed the vote of thanks. Institute officials and faculty members and invitees and prospective employers from leading international hotels in India were present on the occasion.

Students should concentrate more on research says Dr. Vasantha

Akshun Ojha

The Department of Mathematics on behalf of Sri Ramanujan Mathematics Club of SRM University, Kattankulathur recently hosted Engineering Mathematics Festival (EMF)-2012. The Chief Guest for EMF - 2012 was Kalpana Chawla awardee, Dr. W.B. Vasantha Kandasamy, from IIT Madras. Emphasising more on student's involvement in Research, she said "They should try to apply maths in all fields like Fuzzy theory in environmental engineering for controlling pollution."

Around 150 students from colleges like Anna University, Satyabhama Engineering College and Madras Christian College participated in EMF this year.

SAE Week Unleashed

Kumar Dattani

SRM SAE Collegiate Club recently organized the 2nd edition of the annual intra-college event; 'SAE Week'. It consisted of five events, namely Dump It, Aqua Jet, Design Freak, Pick n Roll, Theatre of War – Unleashed conducted on consecutive days in a week.

Archisman Sen, Chairman of the Club, said, "SAE Week was an overwhelming success with over 6 events and a cluster of new talents surfacing, and I expect more people to take part in such events which help them to develop themselves for the industrial scenario."

Design Freak was an on-spot event with maximum participation where students were given a task to design an automobile and draw its different views. While Rahul Kumar Singh of IInd year, Mechanical Engineering won Design Freak, Farookh Irani and Divya Bhargav, IInd year, Aerospace Engineering won Aqua Jet – an event which required the students to make a robot that can move over water and cover a certain distance in least time. Vishwaprakash R. Kumar, Simranpal Singh Bawa and Samford Vishwas D'Mello, Ist year, Mechatronics

“

The focus of these events is to create awareness about the SAE amongst the first year students

”

Engineering won Pick n Roll., where students needed to make a robotic arm using syringes. While no one completed the objective on time in Dump It, Luvy Arora, Avikal Saxena and Angad Bhal of IInd year, Mechanical Engineering won Theatre of War – Unleashed.

"The focus of these events is to create awareness about the SAE amongst the first year students. SAE is also conducting a lot of inter-college events in the South Indian circuit. Students from all the departments of School of Mechanical Engineering should participate in such events" said Dr. M. Cheralathan, SRM SAE Collegiate Advisor of Mechanical Department

"SAE provides a very good established platform for engineering students and motivates them", added Simranpal Singh.



Dr.W.B.Vasantha Kandasamy inaugurating EMF 2012

Packed with eight nerve tickling events i.e. Dumb-C, Crossword, Quiz, Olympiad, IQ Test, NFS Maths, Puzzle Championship and Math Talk, the intercollegiate festival was conducted for two days and received an active participation of students. The fest ended with the distribution of prizes to the winners of the

events by Dr.S.V.Kashmir Raja, Dean (Research), SRM University in the valedictory function organised on the final day of the events. Considered as a remarkable success, the Club to a large extent has been successful in developing innovative skills in students in Mathematics.



Dr. T.P. Ganesan and Director E&T Dr. C. Muthamizhchelvan with guests

Resonate '12 - A unique initiative @ SRM B School

Spectrum Reporter

Marketing Club @ SRM B School was inaugurated on 4th April 2012 at 9.00 a.m. at SRM University, Vadapalani campus. SRM B School organized "Resonate 2012" – an inter-collegiate Marketing Fest, to mark the inauguration of Marketing Club. Over 200 participants from 20 colleges from across the city competed for the coveted Resonate 2012 trophy. Prizes worth ₹ 2,00,000 were distributed to the prize winners. The events include: Mar-zzard, Ad-honcho, Brandathon, Sell 'n' win and Marketing panache.

Mr. Rabindran Swamidason, Executive Director, Kothari Industrial Corporation Limited inaugurated the Marketing Club. He insisted that hard work helps the students to reach greater heights. He wished all the students for a great career. A specially designed micro site was made live to mark the inauguration of the Marketing Club @ SRM B School. Mr. Vishwajeet Muhnot, Vice President Marketing, Star Health Insurance inaugurated Resonate 2012, an Inter-

Collegiate Marketing Fest. He advised the students to actively participate in the activities of the marketing club. He also insisted that the students should work for and in India for the betterment of the nation. Dr. N. Vasudevan, Dean (E & T), Vadapalani campus narrated the skills required for a marketing personnel while addressing the audience. Earlier, Mr. Riyan, I MBA student of SRM B School welcomed the gathering and finally Mr. Rajasekar, I MBA student proposed the vote of thanks.

Mr. T.V. Subba Rao, President-Operations, Nippo Batteries Company Limited was the Chief Guest for the Valedictory function. He said that change is constant and insisted that the students should possess analytical skills and communication skills to enter into the industry. Mr. Sridhar Padmanabhan, Director, Sales, Pentair Water Technologies Private Limited, Chennai was the Guest of Honour. He explained the recent buzz words in the field of marketing. Trophies, gift vouchers, cash prize and certificates were distributed

to the prize winners by the dignitaries. The trophy for maximum entries was bagged by Prince Sri Venkateshwara Padmavathy Engineering College. The overall trophy for Resonate 2012 was bagged by VIT University. Ms. Srilalitha, I MBA student welcomed the gathering for the valedictory function and Ms. Sathya, I MBA student thanked all those who were instrumental for the efficient conduct of Resonate 2012.

Dr. Shanthi Venkatesh, Assistant Professor, SRM B School was the coordinator for Resonate 2012. Talking about the event she said Marketing Club @ SRM B School is an unique initiative to enlighten and un-cocoonise the marketing minds into understanding contemporary industry standards and practices for developing their core marketing skills and to make them evolve into a wholesome marketing professionals, who are most sought after in the industry. Prof. T.P. Nagesh, HoD SRM B School, Staff and students of SRM B School were present during the occasion.

Making social media constructive

Staff Writer

The Department of English and Foreign Languages organized the 7th National Conference Zealous Language Teaching recently. It turned out to be a professional rendezvous which provided English teachers a platform to generate and construct new knowledge. The attraction of the conference included several plenary sessions and presence of about 80 delegates from different parts of the country.

Dr. K. Anbazhagan, HoD welcomed the gathering and explained the purpose and aim of the conference. Dr. T.P. Ganesan, Pro. Vice Chancellor, in his address highlighted the significance of co-curricular activities among the faculty members and insisted that only a perfect confluence of literature and technology will strengthen the heart and head and help our educational system to attain the Nehruvian dream of man-making education.

Ms. Indubala Ashok, Global Head, Foreign Languages initiatives, TCS in her inaugural address, highlighted the merits and demerits of social media and how it is possible to make

it constructive.

Dr. Muthamizhchelvan, Director, E&T released the proceedings. The Session concluded with the vote-of-thanks by the coordinator of the Conference, Mrs. Suganthi Medasani.

The plenary sessions had Dr. Rizio Raj give a talk on Epistemologies and Creative Process in Academics, Dr. Shreesh Choudhary, gave a prismatic picture of changes in the structure and meaning of language over a period in his talk titled Keeping Pace with Changes in Spoken Language. Dr. Dhanavel, HoD, Department of English, Anna University, gave tips to make the classroom more imaginative and creative.

The second day began with an inspiring presentation by our French Faculty Gwenelle Raisoir and Aurelien Le Popon.

V. Sriram, Managing Director, HVK Systems, drew an amazing picture of his language acquisition as he took us on a journey starting from his childhood to the present day in a thrilling form of a travelogue narrative.

SRM NCC Cadets shine at Cadofest

A. Aadithya

The 30th edition of Cadofest saw the students of SRM come out with flying colours by winning the overall running banner. Cadofest, a state level competition for NCC cadets was conducted at DG Vaishnav College, Nungambakkam. This is a three day fest bringing about a number of cadets from different colleges and varsities and providing them a platform to gain a firsthand experience of healthy competition that brings out the optimum mettle, winning spirit and sportsmanship within

them. Our cadets bagged the majority of medals bringing home glory and pride. Anugrah Singh won the Best Cadet SD Gold and Nimitha won the Best Cadet SW Gold. The Samarvir Gold was won by Meenal Saxena while the same in Silver was won by Avinav Thakre and Bronze by Anurag Verma. Arnip Ghosh and Rohita Shivaraj bagged the overall GK, GSK while Padmavathi won the Maitrayi Gold. At long last, the event ended on a happy note with Siddhant Singh taking home the Best Guard Commander Gold.

Work for improvement in power generation, research scholars urged

Staff Reporter

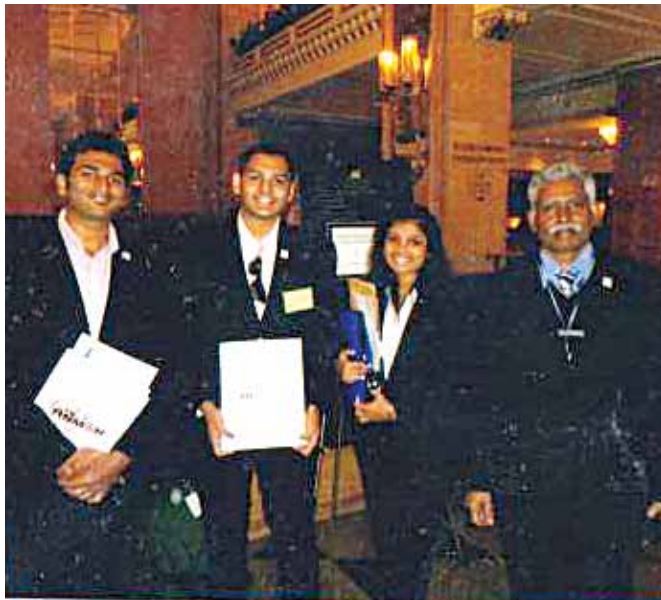
Seventy research scholars from different Engineering Colleges in Tamil Nadu presented their findings in a conference put together by the Department of Mechanical Engineering of Easwari Engineering College on advancements and recent innovations in the field. The conference theme covered the latest work in the areas of Manufacturing, Design, Thermal and Automation.

Head of the Department Dr. V. Elango welcomed the gathering and Dr. V. Antony Aroul Raj, Coordinator of the conference presented the overview and explained the necessity of the Conference. The Principal, Dr. Jothi Mohan Balasubramaniam delivered the presidential address.



Chief Guest, Mr. S. Soundarajan, Vice President-Engineering AVANT-GARDE, while delivering the inaugural address, emphasized the technology development in India. In his address, he cited the innovation in different fields happening in the industry. He requested the research scholars to work on power generation improvement. The special

address was given by the Guest of Honor Dr. A. Elayaperumal, Associate Professor, Department of Mechanical Engineering, Anna University, Chennai who asked the students to take research as a career and pointed out its benefits. The conference concluded by a vote of thanks by Prof. M. Senthil Kumar of Mechanical Engineering Department.



Prof. Pooniah with Mr. Nikhilesh, Mr. J.R.Nitesh and Ms. Aswini

SRM at Harvard National Model United Nations – 2012

Staff Reporter

US based Harvard International Relations Council is associated with the United Nations Department of Public Information. It conducted its 58th International Conference Harvard National Model United Nations (HNMUN) – 2012 in Boston.

About 3000 university students from over 35 Nations throughout the world participated in their conference to enlightening debate over the most pressing issues that face the International Community today.

Three of our students Mr. Nikhilesh Ravi, M.B.A. Final year, Mr. J.R. Nitesh, B.Tech (ECC) final year and Ms. Aswini Bala Sundaram, M.B.A. first year are shortlisted to represent the Country Angola in this HNMUN-2012 under the advice of Faculty advisor Dr. V.M. Pooniah, Professor, School of Management, SRM University, Kattankulathur.

Mr. Nikhilesh Ravi was given the role Head Delegate for the team which represents Angola for World Health Organization under the General Assembly.

They had a debate on the topic “The double burden of disease and the child health in the developing world”.

Mr. J.R. Nitesh was also representing the same country for the “Special Political and Decolonization’ under the General Assembly.

Ms. Ashwini Bala Sundaram, was representing the same country for the Social Humanitarian and Cultural Committee under the General Assembly. She has drafted resolutions involving new policies, protective measures and suggestions by making treaties with few other countries like the USA, Australia, Argentina etc.

Professor V.M. Pooniah and our three students were awarded recognition certificate by Harvard National Model United Nations.

high impact value. This study was funded by Prof. Satyanarayanan, our former Vice Chancellor in 2009. The study had been done in January 2009 to December 2010 by Dr. V. Mangayarkarasi, Associate Professor, Dept of Microbiology under the guidance of Dr. A. Prema, Prof of Paediatrics, SRM Medical College.

Three hundred children of under age group of 5 years with moderate to severe diarrhea

A Platform for Knowledge Sharing at Easwari Engineering

Staff Writer

The college hosted a series of conferences in the past few months and the Principal Dr. Jothi Mohan Balasubramaniam said, “Organising conferences has become a regular phenomena at Easwari as they form an important and integral part of higher education and offer the participants an opportunity to meet likeminded peers”, he said.

The Department of Computer Applications organized the Second National Conference on Computer and Communication Technology (NCCCT '12) on 14th March 2012. The Chief Guest for the conference was Ms. Hema Gopal, Vice President, Tata Consultancy Services Ltd., Chennai.

Second National Conference on Innovation in Intelligence and Computing Technologies was organized by the Department of Computer Science and Engineering, in association with CSI Student Chapter on 21st March 2012. The conference was inaugurated by Mr. Ramki Krishnan, General Manager, Competency & Operations Group, Wipro Technologies. ICMR Sponsored Two day National seminar on “Medical Imaging Techniques and Telemedicine” was organized by Department of Electronics and Instrumentation Engineering on 21st and 22nd March 2012. Dr. S. Poomachandra, Principal, Jerusalem Engineering College, Chennai was the Chief Guest.

The Department of Management Studies organized a one day AICTE Sponsored National Seminar on 22nd

March 2012. The Chief Guest Mr. Vivek Karwa, Chairman, Vivek Group of Companies, Chennai made a presentation on the current economic situation.

The Department of English organized the First National Conference on Innovations in English Language Teaching on 30th March 2012. Mr. T. K. Arunachalam, Regional Manager, South Asia, Cambridge University ESOL, graced the occasion as the Chief Guest and released the proceedings. Speaking on the occasion he stressed the importance of practical approach that will enhance the acquisition of any skills, including the language skills.

The Department of Information Technology organized the Third National Conference on Information, Communication and Networking (NCICN 2012) sponsored by Computer Society of India on 4th April, 2012. The Chief Guest, Mr. Virupakshan Krishnamoorthi, Principal, Engineering Academy, Infosys Ltd., emphasized on the importance of presenting papers in conferences.

The Department of ECE organized the Fourth National Conference on VLSI, Communication and Networks (VCaN 2012) sponsored by IEEE on April 17th 2012. The Chief Guest, Mr. T.K. Rangarajan, IEEE Chairman Madras Section in his keynote address insisted on new research to be developed in the areas of power, namely Solar and Bio power.

The Department of Electrical and Electronics Engineering of Easwari Engineering College

organized the second one day National Conference on “Technological Advancement in Power System & Power Electronics Engineering” – TAPSPEE 2012 on 19th April 2012. Dr. R. Sarathi, Professor, Department of Electrical Engineering, IIT Madras inaugurated the conference and delivered the keynote address. He highlighted the areas of research in the field of Power Systems & Power Electronics. He also released the proceedings of the conference.

The Department of Mechanical Engineering conducted a One Day National Conference on “Advancements and Recent Innovations in Mechanical Engineering” on 20th April 2012. In his inaugural address, the Chief Guest, Mr. S. Soundararajan, Vice President-Engineering AVANT-GARDE, elaborated on the innovations happening in the field of Mechanical engineering. Dr. A. Elayaperumal, Associate Professor, Department of Mechanical Engineering, Anna University, Chennai was the Guest of Honour.

The Department of Physics organized a National Seminar on Advanced Materials (NSAM-2012). Dr. B. Viswanathan, Head, National Centre for Catalysis Research, IIT- Madras graced the occasion as the Chief Guest. The guest speakers included Dr. S. Balakumar, Asso. Professor, National Centre for Nano Science and Nano Technology, University of Madras; Dr. Veeturi Srinivas, Professor, Department of Physics, IIT Madras and Dr. S. Moorthy Babu, Professor, Crystal Growth Centre, Anna University Chennai.

New rotavirus strain (G9P4) detected at SRM Medical College and Research Centre

Staff Writer

A new rotavirus strain was detected in a study of molecular epidemiology of rotavirus, conducted in SRM Medical College. Before this detection, a new strain of Rotavirus namely G12 was identified in New Delhi in 2007. The study and the findings were recently accepted and published in the Journal of Indian Paediatrics, a leading Indian journal with a

high impact value. This study was funded by Prof. Satyanarayanan, our former Vice Chancellor in 2009. The study had been done in January 2009 to December 2010 by Dr. V. Mangayarkarasi, Associate Professor, Dept of Microbiology under the guidance of Dr. A. Prema, Prof of Paediatrics, SRM Medical College.

Three hundred children of under age group of 5 years with moderate to severe diarrhea

(both in-patient and out-patient) were included in the study. The detection of rotavirus was done from the infected children stool sample, by the test called antigen capture Enzyme Linked Immunosorbent Assay in SRM Medical College followed by genotyping of the rotavirus through Polymerase Chain Reaction Assay in King Institute of Preventive Medicine, Guindy, a National Grade I reference laboratory. Previous studies done

in India, during 1990-1991 in New Delhi had G1P8 strain as the predominant strain. It was documented that during the period of 1992-1993, G9P11 strain had emerged. In the same manner, while analyzing the emergence of new variants in Tamilnadu, South India, G1 strain were found in Vellore during 1983-1985 and G1-G2 P4-P8 in Chennai during 1995-1998.

Currently there are two Rota virus vaccines available. One of

them is a monovalent Rotavirus G1P8 vaccine while the other one is a pentavalent Rota Virus vaccine covering G1, G2, G3, G4 & P8. This study showed a case of G9P4 infection in a child. This serotype is not a part of the vaccine serotypes. This study revealed the considerable serodiversity among human Rotaviruses in this geographical region and hence emphasizes the need to give protection with multivalent Rota virus vaccines.

"Innovation is Work"- Peter Drucker

Rohini Bothra
Sreelakshme

The Innovation Cell and the Entrepreneurship Cell of SRM University organized an event in the Dr. T.P. Ganesan Auditorium in association with the IC2 Institute and FICCI. IC2 is a 'think and do' tank which generates jobs by helping innovative young scholars articulate their ideas to potential investors/partners who can help them. Donna Kidwell from University of Texas, Program Director of Education IC2 and Abhishek, a patent attorney, were chief guests and introduced to "India Innovation Growth Program" and "Innovation Readiness Series". In her presentation on innovation readiness series, Ms. Kidwell explained innovation saying that it is the whole business process creating change and its first step is always invention. "There is a difference between developing a product and developing a business" she said. Invention is

a science and technology device while innovation is changes in human behavior and effective innovations always start small but with big visions, she added. Stressing the importance of Innovation today, MS. Kidwell quoted Peter Drucker saying "Innovation is Work".

Following the interactive session, a documentary was screened about the pioneer in innovation – President Barack Obama. Mr. Abhishek then talked about FICCI and introduced the India innovation growth program. Starting with his key note address in the elections on July 27, 2004, it described his early childhood, college life, his legal career and entry into politics. The documentary showcased President Obama as an innovator with excellent ideas on running a country. The event ended with our students motivated into being innovative and career focused. The help provided by the program only made them more confident to bring out new and better ideas.

Cure not found, but campaign of HIV-AIDS continues

Mark Nathan

In commemoration with World Health Day, the Medical Education Department, SRM University, organized a symposium called 'Teachings on HIV'. With over 250 students and faculty members of the Medical College participating, this program educated the public through power point presentations, discussions, and quizzes, the dangers, prevention and cure of HIV.

The program schedule began with a brief introduction, history, and morphology about AIDS. AIDS, which stands for acquired immune deficiency syndrome, is a fatal disease characterized by the HIV virus, which gradually attacks and weakens the immune system.

Although a cure for AIDS still hasn't been found, educating and raising awareness about such an important topic contributes



Students highlighting HIV-AIDS

in a positive way. The students elaborated on the clinical features and pathogenesis, opportunistic infections, lab diagnosis, medical legal aspect, management, and epidemiology, vaccine control measures, and health education. Throughout the program, the coordinator of the Medical Education Department, Dr. V. Mangayarkarasi, directed the audience with pop quizzes. On the topic of health, the Medical

Superintendent, one of the dignitaries present, emphasized on taking care of the aged, as they are an important part of our population. Students then addressed various aspects of the AIDS pandemic. The event also touched various other topics involving Microbiology, Pathology, Pharmacology and Forensic Medicine. The other dignitaries present were Pro Vice Chancellor and the Dean.

MoU with University of New South Wales Signed

Aswathy Menon S
Aripaka Pushkala

"This is a significant undertaking not just for education but also for bilateral strategic partnership between our two countries, India and Australia", said the Chief Guest Mr. David Holly, The Australian Consulate General in Chennai, after the signing of a Memorandum of Understanding between the Department of Community Medicine, SRM MCH & RC and the University Of New South Wales, Sydney, at the Mini Hall 2 of the Dr. TP Ganesan Auditorium.

This MOU signing is the start of a relationship between both the universities which will allow many student and faculty exchange programmes and funding for joint and individual research. The signatories of the MoU, Dr. Raina MacIntyre, Head of School of Public Health and Community Medicines UNSW and Dr. KR. John HOD, Community Medicine SRM MHC & RC gave an overview of the



Vice Chancellor, the Pro Vice Chancellor (medical) and Dean (medical) with the MoU

MOU before it was signed and said that in the coming 12 months there is likely be a workshop on infectious diseases in one of the universities. Following the signing, there was a presentation by Dr. Raina and Dr. Holly Seale, from UNSW, where they spoke about the various hospital-acquired infections and the many hygienic practices which can help keep the hospitals more clean and disease free. The other signatories present were Dr. M. Ponnaivaikko, Vice Chancellor of SRM, Dr. P. Thangaraju, Pro

Vice Chancellor of SRM, Dr. James Pandian, Dean of SRM MHC & RC.

Mr. Michael Carter from the Australian Consulate, Dr. S Ponnusamy, Registrar I/C, SRM, Dr. K. Gireesh, Deputy Dean SRM MHC & RC, Ms. Chandraprabha, Associate Director Paramedical Sciences and Dr. Mushtaq Ahmed Khan, Medical Superintendent, SRM MHC & RC were also present during the event.

Every autistic child is different

Arushi Dutt

SRM Medical College celebrated World Autism Day through lecture sessions by prominent speakers at the Hospital Conference Hall. The speakers included Dr. A. Prema (HOD Pediatrics), Dr. K. Gireesh, (Neurophysician and Neurosurgeon) and Dr. M. Thirunavukkarasu (HOD Psychiatry). The inauguration commemorated with the Pro Vice Chancellor's speech, followed by the felicitation given by the Dean and Medical Superintendent.

The month of April is Autism Awareness Month, and April 2 officially marks World Autism Day. On this day, organizations all over the world raise awareness about autism and the many lives affected by it. Autism is a development disability, which can have a tremendous impact on children, their families, and their societies.

As Dr. M. Thirunavukkarasu put it: "Autism is the inability to relate with other human beings..." in a social manner. The various

speakers elaborated on the causes of autism, its effects, and ways of improvement. Professor Dr. K. Gireesh specifically spoke about the dis-functioning of mirror neurons in an autistic child leading to a variation of emotions, and abnormal behaviors compared to other children.

Every autistic child is different and it is important to focus on improvements of three main areas: communication, social interaction, and behavior. The development of language is key to building social relations as human beings, which is what autistic patients may lack. Dr. Thirunavakarasu further stressed that if detected early in childhood that case can undergo various behavior modification therapies which will help them to return to near normalcy. The lecture really helped to educate and enlighten many of SRM's own medical students and the general public. It is through lecture sessions such as these that autism and its effects can gain recognition throughout the globe.



M. Jayanthi Krishnakanth

SRM Players receive Star of India Award

Staff Writer

Representing the Tamil Nadu team in the Ball Badminton Federation of India, two students of SRM received the 'Star of Award India' in the Senior South Zone Ball Badminton Championship. Mr. Krishnakanth Reddy(MBA 1) and Ms. M. Jayanthi(M.Ed), received the bronze medal in Kerala and gold medal in Andhra Pradesh respectively.

SRM bags Dr. M.G.R. Trophy

Staff Writer

SRM University emerged as a winner in the Dr.MGR memorial 20th year inter institutional T20 cricket tournament organized by Sathyabhama university.

Two matches were conducted where SRM University played against Lakshmi Ammal Engineering college and Meenakshi Engineering college respectively and was qualified

for the semi finals.

In the semifinals, SRM University played against Hindustan University and scored 125-5 in 17.2 overs and moved on to the finals where they played against Muthukumar Institute of Technology and triumphed as a winner with a score of 115-3 in 16.1 overs. Out of 115, R.Prashanth scored 61 and Ramkumar scored 33.



Ashwin in MRF pace foundation



Staff Writer

A student of SRM University, R.D.Ashwin has been selected as a full time trainee from Tamil Nadu to undergo training and fast bowling coaching at the MRF Pace Foundation. The

selection trial happened during January-February, 2012 turned out to be lucky for this final year student of Aerospace Engineering. The training has been scheduled from 16th April to September, 2012. MRF Pace Foundation is a coaching clinic for training fast bowlers from all over the world. The foundation has given some fine national and international bowlers to the cricket world like Irfan Pathan, Zaheer Khan, Brett Lee, etc. Through this program, young aspiring fast bowlers are trained under Dennis Lillee in a facility located at the Campus of Madras Cricket Club, Chetpet, Chennai.

Sports Quota Students Appointed in Various GO's and NGO's 2011-2012

1. U. Sushil, MBA, Cricket,MRF
2. J. Kowshik,,MBA, Cricket, Chemplast
3. Praveen kumar, B Tech, Basketball,IOB
4. Gokila Vani, IT, Basketball,Software
5. Kanaga, ECE, Basketball, TCS
6. Swathi, IT, Basketball, TCS
7. Sakthi kumar, BBA, Volley ball, LIC
8. C.Dinesh Vikram, B.Sc ISM, Volley ball, LIC
9. A.Ananda raj, B.Sc ISM, Volley ball, IOB
10. S.Karthik, B.Sc IT, Volley ball, IOB
11. Raj Kumar, B.Com, Volley ball, IOB
12. N. Om Prakash, BCA, Volley ball, Western Railway
13. Vaishnavi, MBA, Volleyball, Federal Bank
14. Aditya Narasimman, MBA, Table Tennis, Federal Bank
15. Tiruveni, MBA, Volleyball, Software Company
16. Aravind Subramanian, B.Tech, Chess, Software Company
17. Arunkarthik, B.Tech, Chess, Software Company
18. Premnath, B.Tech, Chess, Software Company
19. S. Rajadurai, MCA, Hockey, Software Company
20. K. Ramprasath, B.Tech, Hockey, Software Company
21. Deepan Chakaravarthy, M.BA., Chess, IOC

Inter University achievements, 2011-12

Staff Writer

In the Inter University Achievements, 2011-2012, SRM participated in 5 different sports, namely Chess, Table Tennis, Volleyball, Ball Badminton and Hockey in the South Zone and All India Inter Zone. Our varsity emerged winners in Chess, Table Tennis (men) and Volleyball (men) while

we were only runners-up in Tennis (men) in the South Zone. We also bagged the 3rd place in Hockey (men) while we stood 4th in Tennis and Volleyball (Women). In the All India Inter Zone, we stood 1st in Chess, Table tennis and Volleyball (men) and we stood 3rd in Ball Badminton for men and women.

Snapshots of sports quota selection trials



Touch and Explore

Ashish George

A three day workshop named MyTouchScreen was organized by Computer Science and Engineering department in association with Electronics and Information (EI) Systems.

The workshop was about development of computing systems based on human touch and behaviour. Around 60 students from various departments participated in it.

The idea behind the workshop was to develop an interest among the students about various types of electronics based on touchscreen systems and how to build and integrate them with computer. Image Processing with Matlab, latest optical technologies and use of projected images from projector as touch screen were also covered.

Mr. Aayush Agarwal Senior Researcher, Robotics Development Cell, EI Systems was the chief guest. Impressed with the active participation of students, Mr. Agarwal said, "Surface Computing is becoming very popular and so are projects related to it, which calls for the need of acquiring knowledge of this technology."

"The workshop opened my mind to innovate applications, mold my imagination in the field of touch technology", quipped one of the participants.

EI Systems, a technology education provider offers computer forensics, robotics and social media related solutions to enterprises and student communities. It also conducts internship programs and workshops across the country.

Be the Chef of your hostel kitchen...



Young Investigator Award for SRM Students

Shocked by the recent climb in the rate of railway accidents, 3 young students from the ECE department of SRM University put their heads together and came up with a project titled "Ultra Safe Railway System", which they presented at the International Conference on Information, Computing & Telecommunication (ICICT) in New Delhi in April.

Putting their classroom knowledge into practical purpose, Sai Manoj Charan, Nivetha and P.Y. Anusha went about studying the current railway system with the Southern Central Railways, Secunderabad backing them up. They came up with an idea to automate the signaling system with the help of RF technology supported by a Dynamic Adhoc System. Under the guidance of a few railway officials and support from Dr. Kumar, a professor in the department they were able to bag the 1st place – the Young Investigator Award-ICICT.

A few other participating colleges were- GKM College, Chennai(3rd place), St.JOSEPH College, Chennai(2nd place) and Bandari Institute of Tech, Hyderabad(2nd place).

Prerana Agarwal

Bored of the monotonous mess food? In case maggi noodles is what you have in mind, you're mistaken...Here are a few handy recipes for our foodies.

Snacky Sprouts:

Here's a snack easy to make and rich in proteins.

Ingredients: Green gram seeds(moong dal), cucumber, tomato, onion, salt, pepper, lemon

Method: Soak the seeds in water overnight. Drain the water. Add chopped cucumber, tomato, onion to the germinated sprouts and salt and pepper to taste. Use lemon to give it a tangy zing.

Fresh Pasta:

This recipe does require a

little pain. But as they say no pain no gain! This one's a filling snack and goes easy on your pocket as well.

Ingredients: Macaroni, white mayonnaise sauce, capsicum, cabbage, salt and pepper.

Method: Boil the macaroni until it becomes soft. Carefully remove all the water and leave it to dry. Chop capsicum and cabbage add salt and pepper to taste. Mix all the contents and use white mayonnaise sauce as a binder and mix it thoroughly. Serve it cold.

Tip: For health conscious eaters, use hung curd (water drained curd) instead of mayonnaise. Also make sure macaroni is completely dry before you add mayonnaise as water dilutes the taste of

mayonnaise sauce making the dish bland.

Fruit Cream Pudding :

Here's a dish for all dessert lovers. Recommended specially during the summers.

Ingredients: Ice-cream (any flavour) or whipped cream, fruits-apple, banana, grapes, biscuits, wafers.

Method: Crush the biscuits in a bowl. Add layers of ice cream mixed with chopped fruits alternately. Garnish you dish with wafers, gems or any such goodies.

So the next time you find the mess food dull and drab, instead of skipping a meal make a little effort and try out these dishes and make yourself at home... errr hostel!

SRMite Runner up at NDTV's "Sawal India Ka"

Rohini Bothra
Mercy John

The renowned news channel NDTV held a nationwide quiz competition, "Sawal India Ka" recently. The competition brought together college students from different parts of the country to showcase their intelligence and talents on five topics – Politics, Mythology and History, Technology, Sports and Bollywood. A 3rd year Software Engineering student of SRM,

Aditya Nandan Gupta competed in this, choosing technology as his division in the contest.

Initially the competition had online auditions comprising of 10 questions within the time limit of 10 mins. After clearing this, he headed towards the 2nd round which was a written test where questions were based on current trends in technology. The 3rd round was a camera round where every participant had to talk on a topic given on-spot. After this rigorous screening, he

was one among the 32 people to enter the quarter finals, held in Delhi. He also won the semi finals winning Rs.1 Lakh cash prize. He qualified to be one of the top four finalists and stood as a runner up.

From a very young age, Aditya had a passion for technology and says he keeps himself updated by reading newspapers and online blogs everyday. When asked about advice for prospective students who maybe interested in participating in quiz

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From a very young age, Aditya had a passion for technology and says he keeps himself updated by reading newspapers and online blogs

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competitions, he said "Keep yourselves updated always".

His favourite websites are

thinkdigit.com and pcmag.com. These sites, he says will help students gain a deeper insight in technology.



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Via : Athur, Salem, Erode
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