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Cleaner India... Pg.10

Founder-Chancellor of the SRM Group of institutions, Dr. T.R Pachumuthu and a judicial delegation from Maryland, USA led by First Lady of State of Maryland Katie O'Malley launch the SRM School of Law





The EEE department conducted a three day national level workshop on "Cutting Edge Technologies for Electrical Engineering" at SRM, Kattankulathur.

Technological concepts from the edge come front and centre in workshop

Staff Reporter

The department of Electrical and Electronics Engineering at SRM University conducted a three day national level workshop on "Cutting Edge Technologies for Electrical Engineering". It was attended by participants from engineering colleges across the country. Dr.K. Vijayakumar head of department of EEE welcomed the participants and presided over the function. The chief guest of the function, Mr.R.Senthil Kumar, the director of Advanced Training Institute, Chennai gave an enlightening talk on "Employment guaranteeing skill sets". He constantly reiterated the importance of industrial

training for engineering students.

The three day workshop illuminated various aspects of cutting edge technologies like FPGA and dSPACE. Mr.Govindasamy a design engineer from AMD, Bangalore handled the topic "Fundamentals of FPGA, FPGA Development board and implementation using ISE tool". The participants were made to have a hands on experience in FPGA –Xylinx coding in laboratory sessions.

A cutting edge technology, dSPACE, capable of connecting a software tool like MATLAB Simulink to hardware platforms for project-based learning, signal processing and data

acquisition was also among the topics delved into. It was taught by Mr Karthik and Mr Sathish from DynaFusion Bangalore.

Overall, the event, which ran smoothly due to the efforts of workshop coordinator Dr.N.Chellammal, had an overwhelming response. Nearly 35 out of 65 participants came from other institutions. M.Tech graduates and final year B.Tech students, research Scholars and faculty members of SRM university also participated.

Participant feedback got assured organisers that they had had a good learning experience with regards to both FPGA and dSPACE.

Founder's Day - Mega Blood donation camp

Staff Reporter

With the mission to motivate young students and instill in their mind "Blessed are the young who can give back life with their blood — Donate Blood! Save lives!", a Mega Blood donation Camp was organized in commemoration of our Founder's Birth Day on 25-08-2014 at M.B.A Block by National Service Scheme (Unit V) and Red Ribbon Club of Faculty of Science and Humanities. Our honourable Chancellor Dr.Paarivendhar graced the occasion with his presence and inaugurated camp. The camp was organized under the leadership of our Director Dr.R.Balasubramanian and guidance of our Associate Dean Dr.J.Jothikumar and N.S.S Programme Coordinator Mr.S.Albert Antony Raj. Doctors and staff from SRM Medical College Hospital and Research

Centre blood bank conducted the camp. Students from F/S&H turned out in big numbers to contribute to this social cause. The camp was organized in a much disciplined manner checking each and every aspect of participant's health. During the blood donation process, the hemoglobin content of the participants was checked before donating the blood, clearly telling the participants about their health condition. Many checkups for blood pressure and other tests were conducted by the doctors. Among 130 students attended the camp, 102 Units of blood were collected. The donors were given refreshments and a certificate of appreciation. We hope that even in the future N.S.S of Faculty of Science and Humanities will continue to render support to such social causes and help humanity in all the ways we can.



A blood donation camp was recently held at SRM Kattankulathur to celebrate the Founder's birthday.

Best Female Cuber - 2014

L. Deepshika, a student of First year B.Sc Computer Science in Faculty of Science and Humanities participated in the Indian Nationals Cube open 2014 held at D.J Sanghvi College of Engineering, Mumbai in-association with World Cube Association on 25-27 July 2014. She has been awarded Best Female Cuber 2014 for her performance. She received appreciations from the Director, Faculty of Science and Humanities Dr.R.Balasubramanian for her accomplishment.



L. Deepshika

Soft Computing can be electrifying

Staff Reporter

An ISTE sponsored faculty development programme on the "Application of soft computing methodologies for innovation in electricity markets" was organised by the Department of EEE recently. Shri P. Kanagavel, a scientist from the Centre for Wind Energy Technology, Chennai graced the function as the chief guest. Mrs. B.Rampriya, the HOD of EEE delivered the welcome address while the presidential address was given by the Dean, Dr. V.Subbaiah Bharathi.

Experts from educational

institutions and industries handled various sessions. Dr. R.Gnanadass, a professor, from Pondicherry Engineering College, tackled 'Introduction to deregulation and market models', transmission open access, ancillary services, and ATC calculations. Dr. S.Bhaskar, an associate professor from Saveetha University, Chennai, delved into the placement of FACTS devices, reactive power management in deregulated systems, and simulation. Mrs. B.Rampriya, from the Department of EEE, SRM Ramapuram explained the various optimisation techniques such as LPP, GA, EP, PSO, and

LPP to solve power system problems. Dr. S. S. Dash, a EEE professor from SRM University, Kattankulathur was also a part of the occasion and dealt with smart grid, microgrid, distributed generation, and energy management in smart grid. E.R. Jayabalan spoke about green power systems under the topic 'Advances in solar power technologies'. Mr. Thangavel, Engineer (Rtd.), Tamilnadu Electricity Board covered the topics advance circuit breakers, and grid technology in India. A field trip was also arranged for the participants to visit a 2KW solar power plant at East



Experts from various educational institutes were present at an ISTE sponsored faculty development programme at SRM, Ramapuram.

Tamparam and view the solar power technology of converting sunlight into electricity using photovoltaic's (PV) and tracking systems to focus a large area

of sunlight into a small beam. On the same day feedback was collected from various participants and certificates were distributed to them.



First Lady of State of Maryland and a District Court of Maryland judge, Katie O'Malley and Founder-Chancellor Dr. T.R Pachumuthu launch SRM's School of Law

Lawyers as agents of change

Staff Writer

SRM University added yet another discipline to its diverse range of educational streams by adding a School of Law at its Kattankulathur campus.

The first lesson in the School of Law was delivered by none other than the Founder-Chancellor of the SRM Group of institutions, Dr. T.R Pachumuthu who stressed that students and professionals in the legal institution ought to be focused on ethics as inculcating this aspect would bring about the humane side of lawyers. "The law programme at SRM University will be a holistic one that will take into account the socio-economic and developmental

imperatives of the country", he added.

Attending the inaugural session at the Dr. T.P. Ganesan auditorium was a judicial delegation from the State of Maryland, USA led by the First Lady of State, Katie O'Malley, who is herself a Judge in the District Court of Maryland. "Lawyers are agents of social change because they act as voices for people who otherwise would have none" she said going on to point out that the father of the nation of India, Mahatma Gandhi was a lawyer.

Delivering the inaugural address the Chief Judge of the Supreme Court of Maryland, Mary Ellen Barbera stressed that "Legal education is an absolute necessity for any successful society... It is a powerful tool,

both in achieving social change and in the proper administration of justice."

The delegation from the state of Maryland also saw the participation of Judge Gary Bair of the Circuit Court and Mr. Rajan Natarajan, Deputy Secretary of the State of Maryland.

Legal luminaries attending the function included Mr. R. Krishnamoorthi, former Advocate general of Tamil Nadu, Mr. V.T. Gopalan, former Solicitor General of the Government of India and Mr. G. Rajan, Senior Advocate of the Madras High Court.

More than hundred students have registered for the five year B.A. LL.B (Hons) and B.Com LL.B(Hons) courses and for the three year L.L.B (Hons) course.



SRM faculty members introduce the foreign delegation to the campus infrastructure. They are pictured here in the Central library.



Mary Ellen Barbera addresses the gathering.



Dean of the School of Law, Dr. N. Balu, welcomes the foreign delegation.



Carving chef Mr. Veeraragavan won the bronze medal in 'Butter Sculpture' at SICA's culinary competition. Final year student G.A. Senthil Kumar also won a bronze Medal in 'Dessert Presentation'.

Culinary face off!

Staff Reporter

SRM Faculty of Hotel Management was well represented in a culinary competition organised by the Indian Federation of Culinary Associations (IFCA). IFCA is a non-profit organization of culinary professionals and India's sole representative in the World Association of Chefs Societies.

It is the nodal agency of India's regional culinary associations - the Indian Culinary Forum (ICF), the South India Culinary Association (SICA) and the Western India Culinary Association (WICA).

The third edition of the SICA

Culinary Competition and Exhibition 2014 was held at Chennai Trade Centre. It is a globally known culinary event in which renowned chefs and budding chefs and students exhibit their skills.

The Director of Hotel Management, Dr. D. Antony Ashok Kumar was also honoured during the event for his extraordinary contributions in the field of gastronomic delights by Chef Manjith Gill, the President of IFCA, and corporate chef, ITC Hotels, New Delhi along with reputed international jury members Chef Murray Dick, and Chef Thomas A. Gugler.

The technicalities of technology

Spectrum Reporter

A one day orientation program on LabVIEW supported by National Instruments, Bangalore was conducted, recently, in the Department of Electronics and Communication Engineering. The event was organized by Dr.C.Gomathy (HOD, ECE), D.Vaishali (ECE), and M.S.Bhuvaneshwari (ECE) under the guidance of Dr.K.Duraivelu (Dean, Vadapalani). The workshop was focused on LabVIEW environment navigation and basic application creation using LabVIEW. There was a training given on NI DAQ Device and the students performed few laboratory style experiments through LabVIEW. Mr.Visweswaran and his team kept the workshop very energetic and informative. The fourth edition of the department magazine 'Adhyaay' was also released on the same day.

A feast for the eyes

Mridula Narayan

A tavern themed restaurant cum bar titled "Heartbeat", was designed and organised as part of a project by the final year students of Hotel Management affiliated to National Counselling. This was the seventh consecutive batch of hotel management students to take up a project of this sort.

The restaurant was set up in the seminar hall of the Hotel management block. Culinary expert Chef Litwin Sanjith, and executive sous-chef, Mr. Rakesh Reddy from Hotel Raintree Chennai made up the jury that graded students based on their practical skills of setting up a restaurant.

Jawahar, a final year student from national counselling, was the chief organiser of the event. Working alongside him were 39 classmates in various restaurant administration portfolios. The three basic functions that students had to focus on were cooking, service and set up. The project

was financed by the students themselves. "The various departments that we handled were production, F&B, HR, finance, purchase, sales and marketing, security and housekeeping. This project was a challenge but it was clearly the most exciting part of our entire course" said Perumal, a final year student of Hotel Management.

Although the event was set

up for academic purposes, it didn't skimp on the fun factor. Students from every batch of Hotel Management were invited for lunch and refreshments at the restaurant.

Jawahar, said that this was an interesting experience for him. The young hotel management aspirant correctly opined "I learnt that it is easy to be managed but tough to manage someone else."



Pictured above is 'Heartbeat', the tavern themed restaurant cum bar designed by the final year students of Hotel Management.

Best Educationist Award 2014

Staff Reporter

The International Institute of Education & Management is a government registered non-profit institution which aims to promote through all feasible means India's all round and fast development in economic, social, cultural, educational, scientific and technological fields and to help to improve the quality of life of all Indians.

During a national seminar on "Socio-economic Development" in New Delhi, the 'BEST Educationist' award was conferred on the Director of Hotel Management at SRM, Dr. D. Antony Ashok Kumar in recognition of his outstanding achievements and remarkable role in the field of education.

Rariora – A step towards green cover

Adrian Pereira

The Biotechnology Association of SRM University, Anveshna, conducted a student-driven technical symposium titled 'Rariora'. There was a total attendance of around 100 institutions including St. Joseph's College of Engineering, SSN College of Engineering and Rajalakshmi Engineering College.

A multitude of events took place during the two day symposium. The debate, which went on for two days, had a mix of block & tackle and Asian parliamentary style debate. A variety of unorthodox events like Brain chase, Abstr'art- and Think- a- Thesis also made sure the participants were made to exercise their creative skills.

The events were also followed up with seminars and workshops. The forensics workshop, conducted by Ms. Joullyn Kenny from IFO Forensic Standards & Research Pvt. Ltd. (Mumbai), received a large turnout. The guest speakers included Dr. Giridharan Appaswamy from LifeCell International Pvt. Ltd. (Chennai) and Dr. K. Rajeshwari from Bioklone Biotech Pvt. Ltd. (Chennai).

As a part of 'Rariora', students of SRM University, accompanied by The Green Nest (an NGO), assembled at Besant Nagar Beach for a green drive. Around 60 students walked around the beach holding placards and posters. This was followed by a clean-up drive, where participants organised garbage collection and disposal.

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 884 14 (text messages only)

Aaruush'14 - A glimpse before the celebration

Nandita Adityan
Vaishali Suresh

The adrenaline rush for SRM University's National level Techno-management fest, Aaruush, has begun in full swing. With its new and exciting events, contemporary exhibitions, cutting-edge workshops and a lot of jaw droppers, it most certainly does justice to its theme of this year, 'Aaruush towards Infinity: Integrating Ideas, Engineering Transformation'. Prof. Dr. A. Rathinam, Convener of Aaruush, helped pave the way for the techno-fest to once again encourage the spirit of innovation and surpass Aaruush'13's 15,000 participants.

The chief guest for Aaruush'14, Dr. Krishnaswamy Kasturirangan, is a well renowned space scientist and currently a member of the Planning Commission, Government of India.

Aaruush'14 comprises of three new domains namely Machination, Vimanaz and Electrize, each with its own range of enthralling events and workshops such as Hacktrack, Digi Preneur and Eye Robotics. The Unconference, Industrial Conclave and the Robofinesse League are platforms for students to explore their creative and technical skills. Then comes

the Aaruush Main Quiz which sees a uge turnout of students, and The Aaruush Ambassador Program which is a platform for Aaruush to nationally extend its reach to various colleges. The Aaruush'14 guest lectures would be graced by the presence of various notable scientists and innovators. The Pro-shows, which include the mystical Ebru Art, mind-boggling 3D Projections, Light Dance, Laser Dance and Spray Painting, promise a lot of entertainment in store for Aaruush'14.

The Expos at Aaruush'14 include the Auto Expo, Newspaper Expo, DRDO Expo and the Arjun Mk II tank which is a part of the 75th Armored Regiment of the Indian Army. Aaruush'14 has also collaborated with NGOs such as PETA, Paperman, and Weeds etc. and taken up an initiative to provide a day of fun-filled learning for underprivileged children with its Aaruush Educates program. Swastika and Konvolve will also be seen, held in association with Aaruush'14.

True to its name, Aaruush'14 is all set to rise; a new dawn of technology and innovation, to reach beyond the horizons, towards infinity.



Assessing the roles video game characters would take on in college.

If video game characters went to your college

Satamitra Ghosh Dastidar

Video gaming has been there for like *forever* now. They give us our healthy dose of adrenaline rush, make us more relaxed, and resuscitate a sense of fulfillment. But hasn't the inner geek in you always wanted these videogame characters (whom you grow so attached to over the course of the game) to actually come alive? So here is a thought. What if they went to college with us? What would they be like?

Mario - The normal kid who will be the most popular at the 10-year reunion

When he was in college, he seemed quite normal. Maybe he tried a little too hard with his pubescent mustache, but otherwise pretty unremarkable. His close friends knew he had a lot of hidden talents, though. That's why they won't be surprised

when he's the guy at the reunion with the hottest girlfriend and a pocket overflowing with coins.

Link - The Straight 'A' do-gooder

He's always on time, always polite. He even volunteers at the local animal shelter. In the summer months, he earns extra money by working for an NGO or interning at an office. Despite all that, you wouldn't dare make fun of him because you're pretty sure he's got a weirdly huge collection of weapons stashed up that he isn't afraid to use.

Sonic - The guy who THINKS he's cool

Sure, he figured out hair gel before the rest of us, and yeah he's super-fast, but that's about it! The rest of the former track-star's life will be spent reminiscing about 'the good ol' days'. The saddest part of all of

this is that no matter how far he falls, he'll always have one guy who follows him around, thinking he's being cool by association.

Megaman - The guy who's always challenging authority

Everyone else usually accepts a teacher's words, but he doesn't. If something seems wrong, he'll take a stand. He does this so often, it almost seems to be to a fault, but he swears he's doing it for the better good of all. Sadly, you just know he's in for a lifetime of problems with future bosses.

The long Tetris block - The hot girl who's always late to class

Without fail, class will have been going on for 10 minutes when she FINALLY decides to stroll in. But don't get me wrong, everyone's still happy she showed up at all. Especially, the biggest nerd of all.

A cause to beat the heat

Rahul Jain

Needless to say, the temperatures aren't exactly freezing. Other than the occasional shower, there is little respite from the heat. A glass of chilled water sounds tempting and a bucket of ice water refreshing; of course you simply do not pour a bucket of ice on your head, or do you?

The ALS ice-bucket challenge utilises the eccentricity of human behaviour to promote awareness about Amyotrophic Lateral

Sclerosis (ALS) and promote donations to the research. The activity gained popularity in the media when numerous celebrities from different fields took up the challenge and challenged their friends as well. The circulation and longevity of this challenge is due to celebrities challenging other celebrities on social networks which keeps it going and inspires others to do the same. So far \$62.5 million has been collected for the cause on its official site <http://www.alsa.org/donate/>.

SRM students too have shown enthusiasm and joined



The ALS ice bucket challenge has become a viral sensation around the world while raising money for an important cause.

the cause. A few students took on the challenge in their free

time and in turn challenged their peers. We dare, nay

challenge you to do the same, as SRM has.



தமிழ்ப்பேராய விருதுகள் வழங்கும் விழா நிகழ்வில் பல்கலைக்கழக வேந்தர் முனைவர்.பாரிவேந்தருடன் சிறப்பு விருந்தினர் திரு.வை.கோ, தமிழ்ப்பேராய



எஸ்.ஆர்.எம். தய விருதுகள் வழந்

தமிழ்ப்பேராய விருதுகள் வழங்கும் விழா தமிழ்ப்பேராய விருதுகள் வழங்கும் விழா 25.08.2014 அன்று காலை 10 மணிக்குத் தொடங்கிச் சிறப்பாக நடைபெற்றது. ம.தி.மு.க. பொதுச் செயலாளர் திரு. வைகோ அவர்கள் தலைமையில் பல்கலைக்கழக வேந்தர் முனைவர் பாரிவேந்தர் அவர்கள் தமிழ்ப்படைப்பாளிகளும் அறிஞர்களும் என மருக்குத் தமிழ்ப்பேராய விருதுகளை வழங்கிச் சிறப்பித்தார். விழாவின் தொடக்க நிகழ்ச்சியாகத் திரு. வே. ஸ்ரீராம் சர்மா குழுவினரின் வேலுநாச்சியார் நாட்டிய நாடகம் நடைபெற்றது. அரங்கு நிறைந்திருந்த பல்கலைக்கழக உயர்பணித் தலைவர்கள், அறிஞர்கள், மணவர்கள் அனைவரையும் நாடகம் பெரிதும் கவர்ந்தது.

விழா வரவேற்புரை நிகழ்த்திய தமிழ்ப்பேராயத் தலைவர் முனைவர் பொன்னவைக்கோ, வேந்தரின் உள்ளார்ந்த தமிழார்வத்தால் தமிழ்ப்பேராயமும் அதன் செயல்திட்டமாகிய 11 தலைப்புகளில் அமைந்த விருதுத் திட்டமும் தொடங்கப்பெற்றதை நினைவுகூர்ந்தார்.

விழாத்தலைவர் திரு. வைகோ இயல், இசை, நாடகம் எனத் தமிழ் வளர்ந்த சிறப்பைப் போற்றிப் பேசினார். அத்தகைய தமிழை வளர்க்கும் வண்ணம் படைப்பாளிகளையும் அறிஞர்களையும் விருது வழங்கிச் சிறப்பிக்கும் தமிழ்ப்பேராயத் திட்டங்களையும் வேந்தரையும் பாராட்டினார். வேந்தர் உருவாக்கிய தமிழ்ப்பேராயத்தை மாணவர்கள் தமிழுணர்ச்சி பெருகுமாறு பயன்படுத்திக் கொள்ளவேண்டும் என்றார். பல்கலைக்கழகப் பேராங்கை வியந்து போற்றிய திரு.வைகோ உலகின் மிகச்சிறந்த பல்கலைக்கழகங்களுள் ஒன்றாக பல்கலைக்கழகம் திகழ்வதை எடுத்துரைத்தார்.

பல்கலைக்கழக வேந்தர் தமிழறிஞர்களையும் படைப்பாளிகளையும் தலைசிறந்த படைப்புகளை எழுதினவர்களையும் வேண்டும் என்பதற்காக தொடங்கப்பட்டது; இந்த அக்காடெமிவழங்கும் விருது அதிக எண்ணிக்கையிலும் தமிழ்ப்பேராய விருதுகள் அமைக்கப்படும். 20 இலட்சத்துக்கும் அதிகமான செலவு செய்யப்படுகிறது என்பதை

எஸ்.ஆர்.எம்.பல்கலைக்கழகம் சட்டக்கல்வி தொடங்கப்பட்ட வேந்தர், அதன் எதிர்கால நோக்கங்களைத் தமிழ்ப்பேராயம் இயல் தலைவரின் தலைமையில் நடைபெற்றுள்ள இசைத்தமிழ் வளர்ச்சிக்கு விருதுகள் வழங்கப்படுகின்றன.

விழாவில் மூத்த பத்திரிகை எழுத்தாளர் தமிழ்நாடு-சங்ககால வரை என்ற நூலை வேந்தர் அருமைப்பெற்றுக்கொண்ட

தமிழ்ப்பேராயம் சார்பில் தென் ஆய்விதழாகிய தமிழ்ப்பேராயம் பதிப்பாளியர் முனைவர் குழு அறிமுகம் செய்தார். இதனை வேந்தர் பெற்றுக்கொண்ட தமிழ்ப்பேராயச் செயலர் முகூறினார்.



தலைவர் முனைவர்.பொன்னவைக்கோ, தமிழ்ப்பேராயச் செயலர், ஒருங்கிணைப்பாளர் மற்றும் 2014 ம் ஆண்டுக்கான தமிழ்பேராய விருது பெற்றவர்கள்

தமிழ்ப்பேராய விருது புகழ் விழா

தமது விருதுப் பேருரையில் பாளிகளையும் அவர்களின் னையும் போற்றிச் சிறப்பிக்க கவே தமிழ்ப்பேராயம் திய அளவில் சாகித்திய களின் எண்ணிக்கையைவிட ம், அதிகத் தொகையிலும் வந்திருக்கின்றன; மொத்தம் கமாக விருதுத்தொகை த எடுத்துக்காட்டினார்.

கத்தில்புதிய கல்விப்பிரிவாகச் டிருப்பதைச் சுட்டிக்காட்டிய ாக்கத்தையும் தெரிவித்தார். மிழை வளர்ப்பது போல், தமிழை வளர்ப்பது போல், கென ஒரு கல்விப் பிரிவு ம் என அறிவித்தார்.

யாளர் திரு. ஜெ. சண்முகநாதன் ம் முதல் செம்மொழிக்காலம் ர் வெளியிட, திரு. வைகோ ாடார்.

டாங்கப்பட்டுள்ள காலாண்டு பேராயம் இதழை அதன் த. வெ. பாலசுப்பிரமணியன் த்த திரு. வைகோ வெளியிட, ன்டார். விழா நிறைவில் னைவர் அபிபுல்லா நன்றி

தமிழ்ப்பேராய விருது பெற்றோர்

- புதுமைப்பித்தன் படைப்புகள் விருது**
அஞ்சுராடி என்ற நாவலுக்காக - திரு. பூமணி
- கீ.டி. லோப் மொழிபெயர்ப்பு விருது**
சின்னச்சின்ன வாக்கியங்கள் என்ற நூலுக்காக - திரு. வெ. ஸ்ரீராம்
- வ. நா. அப்பிராமு அறிவுத் தமிழ் விருது**
நீரிழிவு நோய் முதல் புற்று நோய் வரை உணவு மருத்துவம் என்னும் நூலுக்காக - மருத்துவர் சு. நரேந்திரன்
- ஆளுநர் திருமொழி கவிதை விருது**
கலை என்ற நூலுக்காக - திரு. இந்திரன்
- முத்துத்தாண்டவர் தமிழ்சை விருது**
தமிழ்சைத் தவமணி மதுரை மாரியப்ப சாமிகள் வரலாறு என்னும் நூலுக்காக - திரு. ப. சோழநாடன்
- வளர்தமிழ் விருது**
தமிழ் யாப்பிலக்கண உரை வரலாறு என்னும் நூலுக்காக - முனைவர் பா. இளமாறன்
- புர்தொழி கலைஞர் விருது**
முனைவர் பா. ரா. சுப்பிரமணியன்
- பார்வையுடன் பைந்தமிழ் விருது**
அமெரிக்கத் தமிழறிஞர் முனைவர் ஜார்ஜ் ஹார்ட் (அவர் வர இயலாததால் அவர் சார்பாகத் திரு. மணி மணிவண்ணன் விருதைப் பெற்றுக் கொண்டார்).



A new year beckons

Staff Reporter

SRM Institute of Hotel Management entered its 20th year, with an inaugural function for freshmen students under SRM University & Madras University. Around 2,000 invitees attended; primarily made up of students & their parents.

The Founder-Chancellor and Registrar addressed the parents and freshers and gave them an overview about SRM University and Hotel Management in a nutshell.

Dignitaries from the hotel industry also graced the event as guests of honour, such as Mr Samrat Datta the General Manager of Taj Connemara, and Chef Dharmen Makawana, the executive Chef of Leela Palace, Chennai. They also shared their inspirational journey with all the guests present.

There was a second batch of



The Founder-Chancellor Dr. T.R Pachamuthu addressing the incoming Hotel Management students.

inauguration for the students under National Council. The occasion was filled with many guests, including Mr. Arun Raj, the General Manager of Aitken Spence Hotels, Mr Jawahar Santharaj the Head of learning & development at Hilton Chennai, Chef. Deepak Shirur, the executive sous-chef,

at Taj Coromandel, Chennai, Ms Irandi, Corporate Housekeeper, and Chef Saman, Corporate Chef, both from Aitken Spence Hotel.

The Director felicitated all the guests of honour and also shared his experiences which were extremely inspirational for the new students.

SRM's new weatherman!

Staff Writer

A 16 m tall telescopic meteorological tower has been installed in SRM University, with multi-level sensors and data logger. The entire system was commissioned on 10th July 2009. The components of the telescopic tower are a capacitive bead for measuring temperature, an anemometer for measuring wind speed, a wind vane for measuring wind direction, aneroid sensor for measuring pressure, tipping bucket rain gauge for measuring rainfall and a humicap thin film capacitor for measuring relative humidity.

Surface meteorological parameters, namely, Rainfall (Rf), Relative Humidity (RH), Wind Speed and 24 hour temperature have been collected from the Telescopic Meteorological Tower, for the period from July 2009 till date.

The following observations were derived based on the data analysis for the period of five

years. The months January to May remain mainly dry. The Relative Humidity (RH) remains above 70% throughout the year. The maximum temperature is > 30 °C throughout the year touching 40 °C during May and the minimum temperature is > 20 °C throughout the year. For further details contact J.S.Sudarsan, Assistant Professor, Department of Civil Engineering, SRM University. (sudarsan.j@ktr.srmuniv.ac.in).



The recently unveiled telescopic meteorological tower at SRM University, Kattankulathur.

Retail philosophy

Staff Reporter

SRM Faculty of Management inaugurated "Marketing Cafe" a marketing club of the department. Marketing Cafe focuses on imparting application oriented learning of marketing in formal and informal environments. Major events Like "Kreativ Advertisement competition", Bazaar - Marketing and Innovation Expo, Gen Yers Intercollegiate and many more have been extensively planned for the current academic year. This initiative will reduce the gap between industrial and academic institution practice.

Distinguished guest Dr. Saravanan Kesavan of Kenan Flager Business School of North Carolina University, inaugurated the club and unveiled the logo of Marketing Cafe in SRM, Kattankulathur. Dr.Saravanan Kesavan is an eminent scholar in Retailing. He has a doctorate in Retailing from Harvard University; his academic profile also includes bachelor degrees in engineering from University of Massachusetts at Amherst and IIT Madras.

EXCEL - ling in finance

Spectrum Reporter

A workshop on financial modeling using Microsoft Excel was recently conducted for final year MBA students by the Faculty of Management. The programme was coordinated by Mr K Balaji an assistant professor (Senior Grade) from the Faculty of Management. More than 25 MBA students participated in the programme that saw Mr C.A Mohana Krishnan, a chartered accountant teach core concepts of finance namely Net Present Value (NPV) and Internal Rate of Return (IRR).

"Spreadsheet models have become a must for academicians teaching finance courses as well as for corporate executives working in the field of finance and investments.

Microsoft's Excel is one such spreadsheet application which is ubiquitous", said Mr Krishnan.

The workshop delved extensively into employing Excel 2007 and 2010 for financial data analysis. Excel tools such as Scenario Manager, Pivot Table and Goal Seek were touched on for this purpose. Participants learned how to apply these tools to concepts such as Capital Asset Pricing Model (CAPM), which are vital in the field of finance.

The pedagogy consisted of lectures and hands-on practice sessions. Mr Krishnan also helped students develop spreadsheet modeling skills. As a result, interactivity was very high during the workshop.

In his inaugural address on Retail Mantra, he took the young marketers of Faculty of Management on a journey across consumer behavior in the retailing and e-retailing segment of business in India and the US. His acumen on the trends of retailing was a boon for the participants. Following it, a question and answer session was saw impressive questions

from the young marketers.

Dr. Jayshree Suresh, the Dean of Faculty of Management welcomed the gathering while Mr. T.R Anand, advisor to the University, introduced the guest. Faculty co-ordinators Mr. Densingh Joshua and Mrs. Priya John, along with Students members and office bearers, took on the task of organising the event



Dr. Saravanan Kesavan clearly elucidated the topic of 'Retail' for Management students

“Trends in Nursing Practice”

Staff Reporter

A national conference on ‘Global Trends In Evidence Based Nursing Practice – A Key To Excellence In Health Care’ was organised by the Department of Research, SRM College of Nursing. Around thirteen credit hours were awarded by Tamil Nadu Nurses & Midwives Council, Chennai. About 377 faculty and staff nurses and 23 student delegates from various nursing colleges and hospitals participated in the conference.

Prof. R. Vijayalakshmi, Vice Principal, SRM College of Nursing, welcomed the gathering. Prof. Dr. Sailaxmi Gandhi, Professor, Dept of Mental health nursing,

NIMANS Bangalore, a Florence Nightingale awardee for Best Nursing Tutor, Karnataka and a recipient of notable awards and medals for her contributions in nursing research and education, gave the inaugural address. Dr. A. Judie, the Dean of SRM College of Nursing, unfolded the theme, Mr. V. P. R. Sivakumar, Director, Health Sciences in-charge from SRM University, felicitated the gathering and the Organising Secretary Mrs. P. Abirami, Asst. Professor proposed the vote of thanks.

The resource persons, who were from distinguished institutes such as NIMHANS- Bangalore, SRM College of Nursing, Omayal Achi College of Nursing, Department of Humanities and Social Sciences - IIT Madras, and WHO Country office for



The dignitaries present on stage for the national conference ‘Global Trends in Evidence Based Nursing Practice – A Key to Excellence in Healthcare’.

India, West Fort CON, deliberated on various aspects of the topic. 23 delegates participated in the paper presentations, out of which three delegates received ‘Best paper presentation award’.

Prof. Stella Suguna Kumari, a professor from Chettinad College of Nursing was appointed as an observer by TNNMC for the national conference. Feedback showed that 92% of

the audience reported that overall organisation of the conference was excellent while 8% of them reported that it was good.

Instilling the spirit of education

Tryphena Sharon Augustine

Aaruush Educates, a social initiative as a part of the techno-management fest Aaruush’14 had its drive earlier last month at SRM University, Kattankulathur. The event brought to mind American President Harry S. Truman’s witty sequitur “I have found that the best way to give advice to children is to find out what they want and then advise them to do it”.

Ignoring the sweltering heat, the team stepped up their efforts this year. The rising sun was more than just an insignia but a symbol of warmth and hope. 137 underprivileged school children between grades two and eight of the Higher Secondary Boys School, Guduvancheri and the Panchayat Middle School, Potheri in Kancheepuram district,

attended the event.

The occasion was aimed at motivating children to enhance their education by stressing on its importance. Uplifting stories about national leaders and skill development videos, including physical exercises, origami, speed maths, rail & road awareness, first aid, computer literacy and vocational skills were screened with the aid of demonstrations. There was also a drawing event, for which kits were provided.

An exhibition on various school level science models was also put on display. In addition, children were served lunch and Aaruush goodies were distributed. Tamil volunteers were present for translation for the benefit of the students. Overall it was an event that combined the carnival joys of Aaruush with the infectious spirits of do-gooders!

“After several gruelling rounds of intense quizzing, the P.S.B.B team of Rahul S. and Aniroodh K. secured top honours,”

Promoting inquizitiveness

Gaurav Sinha

Swastika, the pre-Aarush inter-school quiz was organised by the Aarush 14’ team last month. The program was held in the ESB seminar hall in the college premises and saw participation by students from various schools from and around Chennai such as P.S.B.B, P.S Senior Secondary School, Chettinad Vidhyashram, Pettit Seminaire, Gomathy School and Nalanda Vidyaniketan.

The event format consisted of several rounds of questions pertaining to life sciences, general knowledge and current affairs with respect to school syllabi. Each school was represented by a team of two members vying to take home the grand prize. The enthusiasm and competitiveness displayed by the students was infectious. As a result, the audience paid a great deal of attention to the nail-biting rounds. After several gruelling rounds of intense quizzing, the P.S.B.B team of Rahul S and Aniroodh K secured top honours while Harihara Subramani and Vishnu Aravind of P.S.B.B SS and Suraj Thomas and Aransh S of Gomathy School bagged second and third place respectively.

With the culmination of this event the countdown towards Aarush 14’ has begun.

Ardeur 3.0: Bringing viral to the real world

Khushboo Agarwal

The IT Department organized Ardeur 3.0 last month. With over 1500 registrations, more than double last year’s count, the events were organised with great ardour. Marrybrown was roped in as the title sponsor for the fest.

All events were based on the theme ‘Changing Face of Social Media’. To tie into the theme, all 70 committee members changed their Facebook profile pictures simultaneously in promotion of the fest. The promotional strategy saw each holding a different placard in their picture and went viral online.

The fest comprised of nine on-site events and three online events. M. Kandhimathi Nathan, the CEO of Encore Themes gave a guest lecture at the inauguration ceremony. One of the many highlights of the fest was an eight hour workshop on Security Testing, which had over 250 participants.

Another great hit was ITA Cricket League Knockdown ‘14 with 16 teams taking part. LAN Gaming, which featured popular games like CS1.6, Dota 2, Fifa 14 and Blur among many others was a favourite amongst participants of the fest.

A blood donation camp was also organised by SRM Hospital, which witnessed a huge turnout. 55 units of blood were donated. A paper presentation brought out many innovative and novel ideas in the fifteen papers presented by the faculty of the IT Department.

The organising committee credits its planning and execution technique for the success of the fest and also the contribution of the 70 association members. The team also expressed its gratitude to the Head of Department of Information Technology, Dr. G. Vadivu, who made the fest possible.



Many words that were integral to the English language have now become a relic of the past.

Care to put on a dog?

Shruti Ganesh

As the day wore on, the classes seemed to jargole my brain. So, I took my phone out hugger-muggerly and proceeded to read my Whatsapp messages, when a joke had me kenching loudly. Now, I hadn't had a tittle of sleep the previous night and was getting increasingly beef-witted. The teacher flung insults my way and that sure cut my water off.

Many of you reading this would probably have little or no clue as to what the sentence is about. It is a rough version of archaic English, representing a modern day scenario, spoken in the late 19th and early 20th century by the British. These

words are obsolete and no longer in use. In fact, Microsoft Word does not recognize these words any more. The red squiggly lines decorating them in Word are a testament to this fact.

Language, like fashion, evolves and changes according to the trends of time. It borrows from other scripts (coup), coins new meanings to existing words (nice), compounds words to produce new ones (ringtones) and so on. Darwin's theory of 'Survival of the fittest' is apt when it comes to popular vocabulary. Today "hello" is replaced by 'yo dude/bro' and "how do you do" by 'sup'. Words like "selfie" and "amazeballs" find a place in the Oxford Dictionary today

alongside bombastic words such as "selcouth" and "amaranth".

The reason for this seismic shift in the spoken form of the language can be plainly attributed to the fact that human beings are fickle and seek out new ways to express themselves. They are in constant need for change and the familiar is no longer exciting. The plus side to all this, of course, is that everything gets a facelift every once in a while and we all have something to talk about till the next big thing arrives.

Until then, let's maffick about what's new rather than become a bunch oft wating slubber deguillons succumbing to the sanguinolent games of today.

For a cleaner India

Staff Reporter

'Clean India', a noble initiative launched by the Indian Ministry of Tourism, to spread awareness for cleanliness in public places and places of tourist interest was well received by SRMIHM Chennai, which is affiliated to National Council for Hotel Management & Catering Technology, Ministry of Tourism. Students turned up in enthusiastic numbers as more than 40 of them accompanied two faculty members and had a meaningful engagement at the 'Clean India' campaign at Besant Nagar Beach, Chennai.

Participating students were provided with necessary kits and coach to reach target venue to have a real time experience

of the 'Clean India' drive. They collected garbage strewn around by visitors on the beach. The litter, plastic covers and other waste materials that have become a common sight on the increasingly crowded Elliots Beach were picked up and collected by the students and safely disposed off. They also went around educating visitors and onlookers around the beach.

The Director flagged off the campaign and briefed students about its noble cause.

The need of the hour is not to confine such action to a single spot like Besant Nagar Beach but educate the public to spread the message across India.



Students present at the 'Clean India' campaign at Besant Nagar Beach, Chennai.



Members of the SRM NCC Cadets perform the March Past during Independence Day celebrations.

Raise the Flag high

Razaq Saheel

The country's 68th Independence Day was welcomed in SRM University with hearty celebrations and a positive outlook towards the future. The event took place near Tech Park and was presided over by the director of E&T and Pro - Vice chancellor, Dr. T.P. Ganesan, as the Chief Guest. A perfectly synchronised march past by SRM NCC Cadets kicked off the event. It was followed by the traditional flag hoisting ceremony with the national

Tricolours being unfurled by the Pro- Vice chancellor.

Dr. T.P. Ganesan's speech touched upon the many milestones the country had achieved since Independence, ranging from space research to agricultural practices. He also pointed out how students have the unique opportunity of transcending obstacles and bringing about a change. As the ceremony came to an end, students, teachers and dignitaries alike stood in attention to the national anthem; a fitting end that put everyone's patriotic attitude on display.



Many so-called feminists need to rethink their superficial use of the word 'feminism'.

The modern feminist

Nandita Adityan

I vividly remember the day my neighbour and her daughter had come home for tea and how vexed the mother was about her daughter not agreeing to marriage! While my mother was consoling the woman, who was the la-di-da sorts, I couldn't help notice that the daughter had more than five piercings on her face. Coming from the 'it' college of Delhi, she frowned and wrinkled her nose when I asked her if she was cool with marrying

a guy who earns less than her. She apparently, was not comfortable with uprooting her life in Delhi 'just for a guy' and she did not want the guy moving either because that, according to her, isn't a 'man enough' thing to do.

If there is any record for a word being misused, 'feminism' takes the cake, the baker and the bakery! Feminism is about getting women equal rights as men. It is not about glaring at a man who does not offer you a seat inside the bus or getting away with the challan for no helmet. Why do your

chairs need to be pulled for you? Why do the doors have to be opened for you? Why can't your credit cards be swiped instead? I yelled at my cousin for planning a ten hour, night road trip on a bike with her friends, not because she was a girl but because she was mortal and any brother of mine would have gotten similar treatment. It is high time people reconceived their notions about what constitutes equality with the fairer sex. I believe, it is aptly said that a man and a woman, both belong in the kitchen, because that is where all the food is!

Eidi and the food

Satamitra Ghosh Dastidar

Ramadan Eid, the first day of the Islamic month Shawwal, marks the end of Ramadan, the ninth month of the Islamic calendar, devoted to fasting and penance. The completion of the fast is determined by the appearance of the new moon, and celebrated as Eid-Ul-Fitr, which means 'the fast is over'. For a non-Muslim bloke like me, Eid has meant wishing my friends for the completion of an arduous fast and then hungrily tucking into the delicacies they relished.

Dates

The prophet apparently loved eating dates and so do we! Luscious, sweet and sticky; perfect for breaking a fast.

Apparently, eating a couple of them with a glass of water can keep you full for quite some time. Besides, we love adding them to chutneys!

Sherbet or Sharbat

Whether Rooh Afza rose syrup or a basic lemon soda, a glass of cold sherbet is the perfect thirst quencher. All you need to do is mix some flavoured syrup with cold water or soda (add ice if you want) and you're done!

Kebab

We can sing about shammi kebabs. Dance for a piece of boti. Or simply beg with our eyes. Just give us some kebab and we'll be happy. Vegetarian or non-vegetarian – it really doesn't matter. If it tastes good, we love it.

Haleem

Whether it's the thick, ghee-laden Hyderabad version, or the lighter, more lentil-laden Kolkata one, Haleem is a favorite one-dish meal. Meat, wheat, lentil, ghee is what goes in it. The dish is cooked for a long time so that the meat falls off the bone and mixes with the wheat and lentil.

Firni

Firni has a fervent fan following among those who love the combination of ground rice and thick creamy milk cooked together and sweetened perfectly. Served with a sprinkling with crushed or chopped dry fruits, and sometimes a touch of saffron and rosewater, firni is one of the best things to sink into.

Kulfi, with or without Falooda

In life, there are two kinds of people—those who hate kulfi with falooda, and those who love kulfi with falooda. Thick, rich, creamy, frozen kulfi topped with a reasonable pile of falooda, or sevaiyan, and a generous dash of flavored syrup, preferably rose or orange. Bliss!

Sheer Khurma

Vermicelli cooked with milk and dry fruits nuts after they are fried in ghee. Well, if you were thinking of being calorie-conscious, it's too late for you anyway!

“A Student Exchange Agreement between SRM and University of Western Sydney (UWS) allows two students across all departments to study at UWS for six months, free of cost.”

Connecting SRM to the Great Outback

Shruti Ganesh

A Memorandum of Understanding (MOU) was signed between SRM University and University of Western Sydney (UWS) last month. The event was graced by Professor Barney Glover, the Vice-Chancellor of UWS, Professor Scott Holmes, Deputy Vice-Chancellor, Linda Taylor, Pro Vice Chancellor International and Deans of the various schools of study.

UWS features in the Top 100 young universities of the world and offers undergraduate, postgraduate and higher research degrees.

The MOU was signed by Dr.N.Sethuraman, the Registrar of SRM University. “This is the first time that an MOU has been signed in front of students. It helps spread information and offers them better exposure to the opportunities available”, said

Mr. Prabakaran Mathiyazhagan, the manager of international partnerships from the Office of International Relations.

The signing ceremony was followed by an interactive talk by Professor Barney Glover who gave an overview of the life at UWS. He provided an insight into the current research focus in UWS and also touched upon the different aspects of Australian education.

Furthermore, a Student Exchange Agreement was also signed on the very same day which allows two students across all departments to study at UWS for six months, free of cost. SRM University is the only university in India to have signed such an agreement with UWS. Students looking to apply for this program must have a high CGPA, good communication skills and research experience.



Eid is truly a festival for foodies.



Women attend an exhibition by the Department of Community Health, Nursing and Pediatric Nursing at Guduvanchery PHC.

The secrets to good nursing

Spectrum Reporter

World Breast Feeding Week 2014 was celebrated by the Department of Community Health, Nursing and Pediatric Nursing in Guduvanchery PHC, recently. The theme was ‘Breast feeding- A winning goal for life’. Dr. N. Chandra Prabha, the Director of Health

sciences, Dr. A. Judie, Dean of SRM Nursing School, Prof. Vijayalekshmi, Vice principal Nursing and medical officer PHC were the guests of honour for the programme. Charts were displayed on the importance, advantages and the various breast feeding positions. Exhibition on foods which increase lactation was also displayed.

PowerPoint presentations on the advantages of breast feeding was taught to the antenatal mothers. Approximately 100 antenatal mothers enthusiastically participated in the programme. A quiz programme was conducted for the mothers and prizes were distributed. The programme received very positive feedback from the women in attendance.

“Some other examples of those, who have cashed in on Youtube viral success are PSY, Rebecca Black, Tahir Shah and guitar prodigy Sungha Jung.”



Youtube addicts have made viral stars out of people like Vennu Mallesh.

Rising Above the Blue Canopy

Anand M Khushboo Agarwal

Have you ever gazed at oddly shaped flying objects zipping over your head and wondered what it could possibly be? More often than not, they’re just airplanes and you’re out of your mind. However, there is a possibility, a remote one albeit, that it is a drone. In a nutshell, a drone is an aircraft without a human pilot aboard. The concept of drones dates back to the 1800s when Austria used bomb-filled balloons as a way to attack Venice.

These drones or Unmanned

Aerial Vehicles (UAVs), as they are referred to by the International Civil Aviation Organisation (ICAO), are primarily used for military purposes. Drones however, also find application in a host of other fields. A little-known Indian pizza delivery company in Mumbai succeeded in making a test-delivery using a remote-controlled, GPS-enabled drone. The use of drones is limited commercially not because of lack of technical expertise, but because of the legal terms laid out by the FAA (Federal Aviation Administration) which takes responsibility of the safety and regulation of civil

aviation, as well as overseeing the development of the air traffic control system.

It's not quite the same as turning swords into ploughshares, but UAVs pioneered by the military are finding a home down even in farmers' fields. This movement uses technology to monitor fields, thereby increasing productivity and cutting down on costs. These flying-robots are also used for search and rescue operations where humans cannot be physically present. They are used to send information about survivors through live images to the control station and drop off relief packages too. Another application that will ramp up a drone's commercial use can be seen in 3-D mapping, a novel technology where images from different angles are combined together to give a holistic 3-D view of the area under coverage.

With added dimensions, drones are set to take the robotics industry by storm in the years to come. The only impediment has been the stringent guidelines by the FAA. With that to be sorted out by next summer, the skies are set to become brighter as far as drones are concerned.



Drones are ready to take the robotics industry by storm as their use in civilian applications continues to grow.

Now trending: Tales from the tube

Gaurav Sinha

Yet another tiring day at college. My mind is spent, the contents of the last hour lecture fading away like evening sunlight. Exhausted, I place my bag on the table and take a short nap. Flash forward to 6 o'clock. The hostel Wi-Fi is now operational, so I reach for my laptop and start browsing the net for the latest updates on global events. Inexplicably, my fingers type the address of YouTube and sure enough, I'm hooked.

Sound familiar? I can reasonably say I share my routine with about millions of people, not only in our country, but across the globe. After all, YouTube has everything for everyone, be it music, movies, game reviews or documentaries. It has also become a medium for people to gain fame by uploading videos of themselves either of their talents or lack thereof. And boy, have some videos gone viral. Take India's Vennu Mallesh for example. An aspiring musician, he composed a song called 'It's My Life What

Ever I Wanna Do' and posted it on his channel. As of now the video has received 4,654,444 hits despite the excessive usage of auto-tune and abysmal lyrics such as "People think I am somewhat mental. They don't know I am very sentimental." And "I am a very good bad boy." He's parlayed this infamy to a contract deal with a movie producer and seems to be making some good moolah.

Some other examples of those who have cashed in on Youtube viral successes are Psy, Rebecca Black (remember that Friday song?), Tahir Shah (Eye to Eye fame) and guitar prodigy Sungha Jung. Apart from music acts, movie trailers and game reviews also rake in millions of viewers. Nowadays, It has also become popular to film social experiments and upload the videos to spread awareness (Would You Marry a Rape Victim? etc). Judging by the variety of videos I have browsed and the newer ones coming up, it's safe to say that Tube has overtaken Facebook as our internet fix. We all are on a wild, wild ride that isn't stopping any time soon.