

SPECTRUM

The campus newspaper of SRM University

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Posing with Senior officials of the University in front of the Auditorium

Students from Nigeria in the Faculty of Science and Humanities *Welcome to the SRM family*

By A Spectrum Staff
Writer

As many as 113 young men and women from Nigeria who have come to the SRM University to the School of Computer Sciences in the Faculty of Science and Humanities to pursue Bachelor's Degree in Computer Science and Information Technology were accorded a "special reception" as the group constituted the maximum number of foreign students who have come in "one lot".

In an orientation ceremony, the Pro Vice-Chancellor Dr. T.P.Ganesan pointed out that the institution that

the Nigerian youngsters had come to is "very young and vibrant."

Dr.Ganesan who himself had lived in Nigeria in the early 1980s as a Visiting Professor traced the roots of the SRM University stressing the rapid expansion that has taken place since becoming a University. "We are one of the very few Universities which is multi-faculty" the senior administrator said.

The students were reminded by Dr.Ganesan that coming from a foreign land each and every one of them are Ambassadors of their country and that by the time of their departure at the end of their three year stay they

"The Chancellor is very much interested in sporting activities. You should bring laurels to this University in any event"
- The Registrar

"We are one of the very few Universities which is multi-faculty"
- Pro Vice Chancellor

will also carry home "good memories of this ancient country".

For his part the Director of the Faculty of Science and Humanities, Dr.R.Balasubramanian told the Nigerian students that they should not hesitate to ask anything and that the faculty was quite ready to assist with all necessary reading material.

Dr.Balasubramanian also made a special pitch to the students regarding keeping up with their athletic and sporting activities as also in the development of cultural activities should there be such a desire.

The theme of partici-

pation in sports was also picked by the Registrar, Dr.N.Sethuraman in his brief address. "The Chancellor (Mr.T.R.Pachamuthu) is very much interested in sporting activities. You should bring laurels to this University in any event" the Registrar said.

India is one nation with different cultures and the strength of the SRM University is that of attracting students from different cultures remarked the Dean of the Faculty of Science and Humanities, Dr.K.Sengotti.

"It is not enough to get a mere degree. You need to get a degree with merit", Dr.Sengotti told the Nigerian students.



Nwafor Chibuike Mavis

The school has a very conducive environment for learning. I want to go out of this school with a first class and go back to my country to make a difference.



Ms Lenee Mary Emmadeebari

I love the educational system. I am impressed with the facilities; and the school is well equipped. I am expecting to go out with a difference.



Ms Olowu Anwurri

This school is good and it has good facilities. I am hoping to get out at least with a first class and fully equipped.



Nkpaah Zorbari Stephen

A very good atmosphere for study and a first class standard of education. I am expecting to come out of this school with flying colors and well skilled in Information Technology.



Lifetime achievement award

Dr. R. Shivakumar, the Pro-Vice Chancellor of SRM University and Correspondent of SRM Nightingale Matriculation Higher Secondary School was conferred with 'Lifetime Achievement Award' by the Lions Club of Golden Friends.

The award presented to Dr. R. Shivakumar by social activist Sarojini Varadappan was for his dynamic approach to education and his inspiring leadership that has enabled the University to grow to such a stature; his selfless service to the cause of education, and lending a helping hand to the meritorious and the needy.

Gayathri Devi MLA Sathish Kumar, Lions Club President, Yogaraj, Secretary and LKS Gold House proprietor, Syed Ahmed, were present on the occasion.

Internet Addiction

Addiction of a different kind

By Shiv Nadar

When one enters college, he or she is always warned about bad habits like smoking, doing drugs and alcohol. We get lectures in school about the dangers such substances pose and nowadays it's practically drilled into every sixteen year old-- that these items should be kept at a safe distance.

But just when people are beginning to understand the risks of these substances, something new got people hooked. It is estimated that a quarter of the earth's population uses this service called 'The Internet'. It has become a very essential part of our lives and slowly it is going on to be something people cannot do without.

With all the social networking sites and with applications like Google talk and Skype, people just

can't stop using the internet. Coming online becomes a necessity, an addiction without which they just can't be themselves. Also online gaming like the counter strike and world of war craft gets to see people sitting and playing for hours and hours thereby neglecting everything else and giving the game more importance. Their whole life revolves around the internet; and slowly they just keep on thinking of what they will do when they go online; and become rude and grungy when they don't.

As of today there is still discussion among doctors and psychologists around the world if this is an addiction or a psychological disorder. However, it is being considered a serious issue as we find internet addiction centres being opened up to help people whose lives revolve around the internet!

INTERVIEW

"Indian Education System needs alteration"

By Deepak Pinninty
Menorca Chaturvedi

A lovely smile, and a graceful reception- that's Miss Camille Cosnefroy for you, a new French Faculty member in the Department of English and Foreign Languages. Basically from France, she has been staying in Belgium for the past three years, where she graduated in Arts. That is when India called.

Deepak Pinninty and Menorca Chaturvedi from *Spectrum* spoke to her regarding her experiences in India. Excerpts...

Question: How did you decide upon coming to India?

Answer: I had done my Master's in Psychology, when I got an offer from the French Embassy to come to India for a span of nine months and teach French. It was an interesting opportunity for me. Besides, I had always wanted to visit India.

Q. Where all has the course of your journey in India taken you to?

A. I have traveled the length and breadth of South India, which comprises most of the temple cities. They ex-

hibit the rich cultural heritage of India, which has been really exciting for me, as a tourist. The upcoming holidays will see me traveling North, to places like Delhi, Varanasi, Kashmir.

Q. How has your experience in SRM University been so far?

A. SRM has given me a very warm welcome. It has provided me with an excellent opportunity to interact with people from different parts of India at once. This would not have been possible in any of my trips. I also think that living on the campus is an enriching experience for students, they can work together easily and they can exchange their ideas. Since students come from all corners of India; they can learn a lot from each other.

Q. How has your experience as a teacher been?

A. It is the first time I have entered the Teaching profession. I have got a very encouraging response from my students here. It has been a real pleasure to teach French. The other Faculty members have been very cooperative and helpful.

Looking at it from a stu-



Ms. Camille Cosnefroy

dent's point of view, I would rather say that it might be monotonous for them considering the long tiring hours, and the study pressure. Also, I feel it would be better if students were allowed to take up French for more than a year. Probably, the Indian education system needs alteration.

SRM can be the torch bearer for this change.

Q. How is Chennai treating you?

A. Well, I was initially staying in the Staff Quarters on campus. But, lately, I have shifted out in the city, as it gives me a better feel of the city along with the free-

dom to explore. Considering the distance and the rules, it would otherwise have been a disadvantage. The city is neither too fast nor sleepy, which makes it a perfect blend for anyone to enjoy. I feel that the climate and pollution here are the only hindrances to a peaceful life.

Q. What are your future plans?

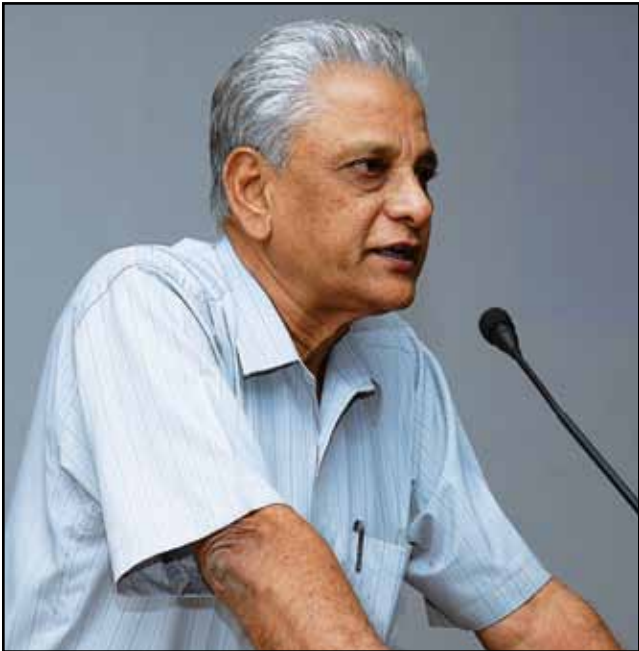
A. I intend to go back to Belgium after April and write about my experiences in India. Travelling is of course on the cards. I shall be getting back to my first love, Arts.

Q. What are the prospects for Indian students in France?

A. France provides a plethora of opportunities every year for International students. Although education there is expensive, the numerous MoU's signed between many French and Indian universities, including SRM, makes it much easier and feasible for students to enroll themselves there.

Q. What is your message for the students?

A. I would ask them to enjoy their college life to the fullest. Follow your passions and live your dreams.



Dr.N.Padmanaban



A section of the participating students

National Conference on Research Opportunities in Chemical Engineering

The National Conference started at 10.30am on 23rd September 2009 with an Invocation followed by Welcome address by Dr.B.Karunanithi, Professor, Department of Chemical Engineering, SRM University.

Presidential address was given by Dr.C. Muthamizhchelvan, Associate Director (E&T), SRM University. He emphasized the importance of research in different disciplinary and

interdisciplinary research.

Dr.R.Karthikeyan, Prof& Head of the Chemical Engineering Department has Introduced the Chief guest Mr.S.Venkataramana, General Manager (Manufacturing), CPCL, Manali.

Inaugural address was given by Mr. S.Venkataramana and he explained the various research opportunities in Petroleum Industries.

Dr. N. Padmanaban, Prof&Head, Department of Chemical Engineering,

Dr.MGR. Educational and research Institute, Chennai explained the various methods and means by which you can select the topics of research.

Mr.Mosses Manohar, Managing Director, M/S Dhanvantri Enterprises Pvt.Ltd. Pondicherry, shared his experience with respect to food and mosquito coil industry and threw the different areas that require research in the above field.

On 24th September 2009, the conference started

at 9.00am with a presentation by Dr.C.S.Balasubramaniam, Retd. Joint General Manager, Madras Fertiliser Limited, Chennai and he shared his thoughts and experience in research in the above field.

Dr.Lima Rose Mirenda, Assistant Professor, Department Of Chemical Engineering, A.C.College of Technology, Anna University Chennai, explained the various challenges and opportunities in the field of Chemical engineering.

The conference concluded with the valedictory function presided by Mr.M.R.Kasinathan, Senior General Manager, LNV Technology Pvt.Ltd, Chennai. He shared his experience in the field of cement and thrown the lights on different research Opportunities in the cement plant. The conference was very useful. It helps us to identify the different research areas available.

By Deepak Pinninty and Ritika Agarwal

Continuing with the celebrations of the 25th anniversary of SRM University, the campus hosted another quintessential tech symposium, Tele Tarang '09. The Department of Telecommunications Engineering organized the tech extravaganza on the 12th and 13th of October.

Months of hard work by the Department of Telecommunication Engineering culminated in the symposium 'TeleTarang' which won laurels throughout.

The symposium inaugurated on the 12th witnessed presence of dignitaries like Dr. Santosh Babu, MD, Electronics Corporation of Tamil Nadu Limited (ELCOT) and Mr. Rajesh Rathod, Head of India Operations, Prodata So-

lutions Pvt. Ltd.

The symposium gave opportunity to University students to participate in a plethora of events which consisted of both technology oriented and gaming events.

Paper Presentation on Embedded Systems and Signal Processing witnessed participation from universities like Shastra University, Crescent University. An array of technical events like Telemag, Mat-Telcode and Envision AD Infinitum organized in the main campus as well as Dr.T.P.Ganesan Auditorium

gave an opportunity for students to test their technical acumen. While Telemag tested your knowledge in the arena of communication technology, Mat-Telcode was about debugging Matlab programs. Giving tough competition in level of popularity was the event Envision AD Infinitum, where the participants were required to be well-acquainted with elementary physics.

However it was the gaming events which stole the show. X-Zone attracted participation of over 400 students.

Burning the midnight lamp to play NFS finally reaped its fruits. Grabbing humungous limelight was the event 'Connected' where the level of compatibility between the participating partners was tested. Even the heavy rains were not able to dampen the spirits of participants, who turned in zealously to be a part of the gaming events. On the final day of symposium, another mega event 'Pic Hunter' was conducted by third year students of Telecom. It was a treasure hunt where the clues were in

the form of pictures. No matter that the sun shone with its full glare, the participants groped about in each corner of the campus in a bid to win the race.

In the two day extravaganza, not only the technical minds feasted, but also the foodies of the campus savoured on the delicacies which were served in the main campus. With cracky burgers, crispy pizzas, enticing ice-creams and spicy chaat, the list of mouth-watering delicacies was seamless.

Tele Tarang in its debut edition was indeed a success. It was backed by sponsors like CST, Reebok and Suzuki. The hard work of the department teachers and students was well reflected in the triumph of the event. At the conclusion of the symposium, the crescent smile on the faces of all and sundry said it all!!!!!!

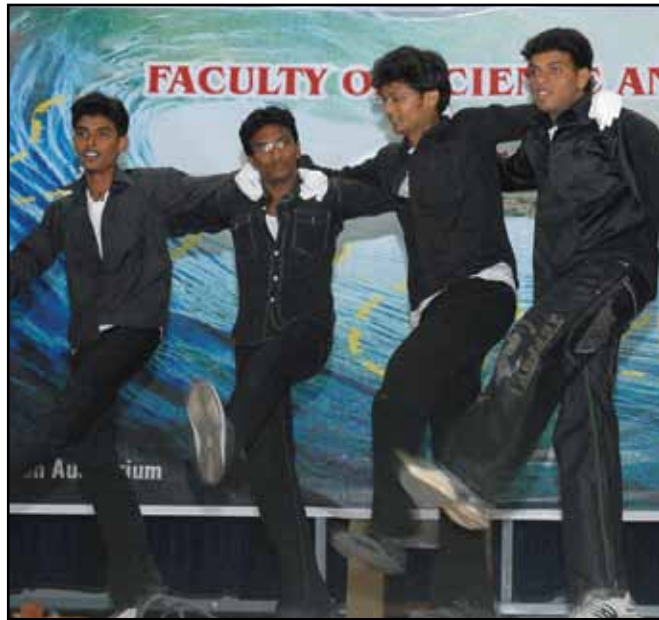
teletarang 09

The Network Follows You...

A Sangam of languages



Dr. Kadambari, Professor of English, Ethiraj College for Women, Chennai,



The Cultural show that followed the Seminar

By Prashanti Ganesh

Something different was attempted at the University and it may even prove to be a trend setter for others to emulate and follow--'Sangam', a seminar on languages was conducted by the School of Languages, SRM University. One of the objectives was to introduce the first year students of the Faculty of Science and Humanities to interact with experts from languages of English, French, Tamil and Hindi.

Dr. Bagyavati Ravi, HOS, School of Languages, in her welcome address, spoke about how this is the first time that all the language events have been combined in order to facilitate the students fare well in a better way.

"This is a very good attempt. It is an opportunity to interact and know the various ideological thoughts of the experts in the field of languages" quipped the Director, Faculty of Science and Humanities, Dr. R. Balasubramanian, who delivered the Presidential address.

He believes that such seminars with experts will help students understand the varying and various ideologies behind thoughts and perceptions and with a larger objective. "Such combination of languages will promote a kind of integration and differences in thinking will disappear."

He stressed how such initiatives are the first steps towards purifying the society without clash or conflicts and increases the acceptance of all as brothers. "Language is the base of all. It is a prime factor for various aspects in life", he maintained even while stressing the importance of going beyond the knowledge of one language.

In introducing the Chief Guest Dr. Kadambari, Professor of English, Ethiraj College for Women, Chennai, Dean of the Faculty of Science and Humanities, Dr. Sengotti said, "She has more than 25 years of experience, serving as teacher. She is also the author of 7 books." Dr. Kadambari is widely interested in gender studies and is an active member in various boards and panels- Consultant in India, Pittsburgh University and Consultant, Chambers Dictionary to name a few, the Dean pointed out.

Mrs. Vidyavati Prasad, HOD, English Department, explained the objectives of Lingua Franca. She said that there is now a global demand to be multi-lingual. Events like Sangam are to spread awareness among students. She added, "Whatever said and done, English is far superior to other languages as it is important for aspect like employment."

Professor Kadambari started off by explaining how languages can never be taught.

She said that language can only be learnt through continuous speaking, irrespective of the number of mistakes. She laid emphasis on the levels of interest people should have

"Language is a necessary tool. We should learn to use the dictionary, understand the correct meaning and application of words before using them. The word and its mean-

Through remembering greats like Valluvar and Vivekananda, she reminisced, "Language makes you an excellent vehicle in the universe. When you speak, you survive."

Before English Lecturer K.V. Geetha gave the vote of thanks, Dr. Manavazhahan, HOD, Tamil Department invited the students to contribute to SRM's latest venture, Pudiya Talaimurai, a Tamil Magazine.

Separate lectures in Tamil, Hindi and French were organized for the students of the respective departments and a cultural programme in the afternoon also saw the participation of the complete student body of the Faculty of Science and Humanities.

"This is a very good attempt. It is an opportunity to interact and know the various ideological thoughts of the experts in the field of languages"...

Dr. R. Balasubramanian

on not only language but other facets of life as well. She said, "We have lost the knack of asking questions. Interest is most important for asking questions and improving."

ing will always be together, like Shiva and Parvati." she said adding that we must observe everything around us and communicate our observations.

Hearty Congrats

Dr. A. Manavazhahan, Head of the Department of Tamil, Faculty of Science and Humanities, SRM University, has won the Young Scholar Award for 2007-2008 for his contributions to Classical Tamil.

This is one of the Presidential awards announced by the President Prathibha Patil recently.

The citation apart, the honor comes with a cash award of Rupees One



Dr. A. Manavazhahan

Lakh.

An author of several books, he has presented 35 research

papers, in national and international conferences. His most recent works include "Sanga Illakkiathil Melanmai" and "Pazhanthamizhar Thozhil Nutpam". He has also produced educational CD's.

He graduated from the Athur Government Arts College. He did his Masters and M.Phil at the National College, Tiruchi, and his Ph.D from the World Tamil Research Institute, Chennai.



IT puts Railways on the right track

By A Spectrum Reporter

The role of Information System in Railway Industry was the theme of a seminar organized by the Computer Science Department of SRM Arts and Science College on its campus recently.

Laying emphasis on the indispensable role of information technology, the chief guest of the seminar, Mr. T. Venkata Subramanian, General Manager, CRIS (Center for Railway Information System), said that IT was an enabler in the various organizations of Railway industry such as CRIS, IRCTC (Indian Railway Catering and Tourism Corporation) and RITES (Rail India Technical Economic Services). He also spoke about CONCERT (Country-Wide Network for Enhanced Reservation and Ticketing), which provides a complete architecture for development of passenger reservation system and related applications.

A recipient of several awards, including the GM's award for meritorious service during 2001 and the Prime Minister's Award for Excellence in Public Administration for year 2006-07, he made the audience comprising of computer and IT students think, interact and learn a few useful things about the various aspects of IT.

The presentation about

CONCERT, a key project of CRIS, gave the students the knowledge of the application side of IT, going beyond the theoretical knowledge of Networks. It helped the students get an off site experience of computer networks in Railways. The chief guest urged them to come to the Railways on an industrial visit.

Explaining how the organization works, he said that the major parts of the Railway Network was provided and maintained by RAILTEL Corporation of Railways. In some remote areas it is not feasible to provide the network facility, so BSNL provides the same in those areas. He also listed the hardware required and the role of the router in the network.

To a question about the Vysarpadi train hijack incident and the preventive measures, he said biometric technology would soon replace the conventional method of using keys to operate electric trains. The driver's thumb impression would be taken as the biometric identification. CCTV cameras have been installed at Chennai Central Railway Station at a cost of Rs. five crores. In the next stage, Railway stations would be provided with CCTVs and other security systems at a cost of Rs. 55 crores through which the stations would be connected and monitored, he added.

TRENDZ...

Trendy 'SIM' municators

BY Navneet Iyengar

Stay connected...that's the bottom-line of today's lifestyle. In an ever expanding world, one's contacts cannot be expected to remain stagnant and hence the need for an adequately and properly nurtured network.

Social networking, is a phenomenon that has taken the world head over heels. In case of a trendy youngster, it gets multiplied by eons of times to manifest itself into a huge social network and in such a scenario, to be informed of everything taking shape around you, comes into the picture the need of maintaining multiple SIM (subscriber identity module) cards. And speaking of trendy youngsters, SRM is in no dearth, as it is a common sight watching students in our college juggling with different SIM cards with relative ease and finesse.

To each his own-- reasons vary with different outlooks. Money matters— call charges figure at the top of this list in the case of students and more so if they are hostellers. It is quite convenient to have a different SIM card for your home state as it helps to cut down on S.T.D and also the roaming charges. Students

on being questioned about the logic behind maintaining multiple sims came up with a plethora of reasons.

Says Rohan, a B.Tech 2nd year student, "Vodafone is a better service provider in my home state whereas I find Airtel better here". Another chemical engineering student Gokul says "its fun to maintain multiple sims" who has five of them and plans to get more.

While the community is divided over the 'which is better CDMA or GSM' debate, users continue to use both the technologies without much fuss. While CDMA (code division multiple access) provides its customers with a clear network, the GSM (global system or mobile communications) technology covers a larger area thereby providing a better roaming service. Although CDMA RUIM'S along with its handsets cost a lot lesser, it is accounted for by GSM through its wide array of tech-support software along with a larger bandwidth.

For the techno geek with a penchant for gizmos, options are no less. With mobiles no longer remaining a tool just for communication there's a lot on offer in terms of high

end models. And with the introduction of 3G services like live T.V, video streaming, GPS, video conferencing, super quick GPRS and direct links to Facebook, Youtube, Orkut etc. multitasking is the order of the day. But there's a catch as all service providers don't offer 3G services and hence users have to go in for multiple sims.

There are a few drawbacks of maintaining multiple sims too. Sometimes the phones don't stop ringing and end up consuming too much time off one's daily schedule.

Moreover handling more than a handset can be a hassle. Dual sim mobiles are a convenient solution to this problem, which help to toggle between GSM and CDMA sims. With efforts on to merge the GSM and CDMA technologies, in due course, customers would be able to enjoy the best of both. The future holds great promise and the communication boom which has already started could be taken to dizzy heights.

P.S Who knows-- SRM group may join the mobile launch pad and turn the campus into a seamless communication hub for students and faculty alike.

Emerging business models

The world keeps changing every second and in the same way even the business scenario keeps changing every now and then. So it is our pleasure to update you readers with a new concept LLP (Limited Liability Partnership).

Participants in a seminar organized by the Department of Commerce of the Faculty of Science and Humanities were briefed on this topic by FCS Corporate Law Consultant Mr.B.Ravi with the H.O.D of the Commerce Department Mrs.Padma Shankar delivering the welcome address.

Mr.B.Ravi shared his views and real experiences with the students and was very focused on the concept "sharing knowledge is adding knowledge".

LLP is a new concept introduced where the liabil-

ity of each partner is limited only to the extent of his contribution, and where the partner's personal assets are excluded and not considered as a part of his liability.

Mr. Ravi inaugurated the quality club "THARAM" with the motto being to promote

cleanliness of the environment to lead a healthier life.

It was pointed out that "THARAM" was put together by the Third Year students of B.Com; and the seminar came to an end with the vote of thanks by Joseph Anto Jofel.



The Dean of the Faculty of Science and Humanities, Dr. K.Sengotti greeting Mr. B.Ravi before the start of the seminar

Festival Time at SRM



Durga Pooja... at SRM Engineering College, Kattankulathur Campus



Navaratri...



Ayutha Pooja... at Faculty of Science and Humanities Office, Kattankulathur



Ayutha Pooja... at Transport Office, Kattankulathur



Ayutha Pooja... at Kattankulathur

“Shuru”, the beginning of new hopes



By : Spectrum Staff Writers

Shuru is the beginning or the starting point of the life and students are the milestones for the SRM University ! The event was specially conducted for the freshers to encourage and give them strength by saying life is a full of problem and challenges. At the same time it also shows us the right path; never get discouraged in your life and never ignore it is the simple but forceful message.

“It’s time of the year when a constellation meets a galaxy”, the cultural secretary put it in his welcome address on the eve of Shuru’09, an event to mark the welcome of over 3000 freshers who have joined the SRM family this academic year.

A cultural event to welcome freshers, Shuru is held every year and this time around the event was

graced by the Chief Guest Dr. Sharmilla, a versatile TV artiste, Mrs. Maya Shyam Sunder, a famous dancer who runs a dance school & Ms. Subhiksha Rangarajan, a budding singer.

The event started off with a welcome address by the Cultural Secretary, Mr. Johney Pandian. He gave a warm welcome to the new brigade emphasizing the importance and benefits of joining the clubs under SRM Cultural Association. Starting off with the lighting of kuthuvillakku by the cultural secretary, Mr. Mahesh, the treasurer for SRM Cultural Association and some first year students, the grand programme consisted of seven events, all performed by freshers.

The Ramp walk was popular and it was here Mr. and Ms. Fresher were chosen. Ishan from IT Dept. was chosen as Mr. Fresher

and Ankita from Biomedical Engineering as Ms. Fresher. Ishan impressed the audience by emphasizing to connect with the tradition and moral values. Ankita is a shooter at national level.

Sorovi Nandi and Phanni bagged the 1st and 2nd prizes respectively in solo dance category. For group dance, troupe of dancers called ‘Delzag’ and held the first position while ‘Coordinated Chaos’ held the second position. In the solo singing category, Jainik K. and Harini N. came 1st and 2nd respectively. ‘Rookies’ and ‘Acoustica’ claimed 1st and 2nd prizes in the Music Band categories. Sagar Varjaita and Gautam R. stood 1st and 2nd respectively in mimicry. For instrumental solo, Nimesh and Pradeep Kumar were given 1st and 2nd prizes.

The university had kept an online contest called ‘My family contest’ in which the families of students had to post feedbacks on how SRM had changed life of their children. Twenty family winners for this contest under ‘The Parents Club’ were also honoured with mementos by the Director, Registrar and Mrs. Anuradha.

Towards the end, Dr. Sharmilla addressed the audience and appreciating the brimming talent in students as also paying handsome compliments to the encouraging and enthusiastic audience. She rendered a warm touch to her words when she ended up with saying “SRM ROCKS!” Ms. Subhiksha Rangarajan, a very talented artiste delighted the audience by singing a commendable song and the function came to an end with the vote of thanks given by Mr. E. Mahesh, Treasurer of the Cultural Association.



E-Cell launch report

Finally we gifted ourselves something we were missing so badly! An Entrepreneurship Cell, E-cell, that was launched at SRM University.

The formal inauguration saw many dignitaries including Mr. Raj Krishnan Shankar, Principal Strategist, Ichiban Consultants as the Chief Guest. Mr. Jude Anand, CEO-Black and White Web Solutions and Ms. Vishnupriya, Consultant, NEN [National Entrepreneurship Network] were present to grace the occasion stressing the importance as students are getting ready to take the “plunge” in the world of entrepreneurship.

Mr. Jude Anand shared his experience and kindled a ray of hope among the young technologists. Ms. Vishnupriya gave a lengthy address which was lapped up by the audience—she gave many crucial details, beneficial to the student community. She informed them about the NEN resources and ways to start a venture and sustain it. She gave many examples of successful businessmen who started from scratch. She insisted that everyone must have a mentor/advisor. ‘One must trust one’s instincts. Genuineness and hard work

always pay back’, she emphasized.

Two alumni teams (**YOGI-KI INC and YIPEE INC**) from Incubation Centre were also present to speak on the occasion. They shared helpful tips over bringing out a new venture.

Yipee was cofounded by Mr. Vineet Kumar Neeraj and Mr. Vikas Kumar, both alumni of Faculty of Engineering and Technology, SRM. Yipee is into the business of **Events Management** primarily. However, they also look after web page designing, company picnics, product launches and fests for colleges and schools. Yipee has had illustrious clients that include Jaipur Murti Kala Kendra, Biomedical Instrumentation company etc.

Yogiki, another entrepreneurial venture by alumni was cofounded by Mr. Anirban Chawdhury and Mr. Rajiv Ranjan. Robotics is their primary focus. They take up workshops and have taken up the construction of some innovative robots including ‘limbless locomotion’ and a unbelievable Glider”. Yogiki is shortly going to take up a workshop at SRM, Modinagar.



“Record” a way for peace Meet... Suresh Joachim

Aditya Panja and
Chinmayee Mishra.

“Around the world for peace” is what Suresh Joachim said when asked about his next major record. For the people who don’t know him, the Tamil Canadian is the current record holder of the world’s highest records in the Guinness Books.

Among his closely lined up events, a movie in Tamil which recorded fastest script to screen time and a 150 hour DJ night in “SRM University”



has been seen. The plans for the DJ night are under final detailing and the release of his movie “Sivappu Mazhai” is awaited in South India.”

“I was growing in a time when war could be found everywhere and I saw

people suffering every day, so I wanted to bring peace in world”, “then I saw the Guinness book of world records and had the idea of breaking records for peace”, said Mr. Joachim when asked about his beginning. He began his record breaking career by running consecutive for 1,000 hours. From then on he has broken over 50 world records since 1996. He dreams of a world of peace and would go to any extent to fulfil it. Most of his records were based on athletic and fitness abilities like, running for long hours, dancing for 100 hours, crawling the fastest mile etc. So when asked about his health he said, “My doctors say that though my body is getting old, my organs show the functioning of a youth, they are magically strong and healthy”.

To create awareness for world peace he will be running around the world in “World Peace Marathon” which will be a 182 day journey starting from 12:00 am of 25th December 2010, in Jerusalem and end on June 24th, 2011 in Toronto. He hopes to raise one billion dollars for charity through this marathon. Also he will submit a petition to make June 24 a “worldwide cease fire day”.

Talking about his other records he says “I don’t want to have any limits and so I have planned to walk on space for 100 hours in the near future. For this he has also sent in proposals to NASA and is awaiting their reply.



The Vice-Chancellor and the Chief Guest interacting with students

Biotechnology Students’ Association at the SRM University inaugurated

By: Mark Nathan

Biotechnology Students’ Association was formed and inaugurated at the SRM University at its campus in suburban Kattankulathur.

Welcoming the guests Prof. P. Sathyanarayanan Vice-Chancellor, advocated the importance of University Industry interaction in the field of Biotechnology and said the formation of the Biotech Students’ Association would help students interact with the industry and the scientific world.

“It will help you to interact with your own peers and those from the Industry,” he said adding that the main aim of the association was to generate interest in the field of Life Science Research by inviting experts to deliver guest lectures to inspire the students. The students

would be introduced to opportunities in the world of biotechnology research and inculcate entrepreneurial skills in the biotech industry.

Speaking after inaugurating the Biotechnology Students’ Association Mr. G J Samathanam, Advisor and Head, Technology Development and Transfer, Department of Science and Technology, pointed to the fact that as far as R and D is concerned in the country because all the investments are from the government side.

“Of the total investments, 80 per cent is borne by the government and the balance 20 per cent is from private sector,” he said stressing that it was very low when compared to other countries. In countries like Japan and South Korea investments in R and D by private sector was 60 to 65 per cent whereas in

the US it was 50-50.

“In India, the government alone is shouldering the research initiative...India has the third largest scientific manpower in the world with 300-plus universities and 10,000 colleges, but research in private sector is very low,” he added.

Mr. Samathanam said the government was taking all steps to increase private investment in research to 35 per cent with it bearing the balance 65 per cent. Quoting statistics, he said just 0.9 per cent of India’s Gross National Product went into Science and Technology research as against 4.5 per cent in a small country like Israel. It was around one per cent in China, he said.

Pro Vice chancellor Dr. T. P. Ganesan and other University officials along with industry delegates were present on the occasion.



HUMOUR...

By Abin Biswas

Hello again... WHACK here and honestly right now i am in a miserable condition. I still have one record to write, i have a semester practical exam tomorrow, my hands are going to file a lawsuit against me if i write another sentence AND THERE IS A CRA-

TER ON MY BED because of constantly sitting at one position!!!! Im actually at the brink of breaking down....so if you hear rumours about a guy with a goatee and short hair running around like mad screaming “MY LIFE STINKS” at the top of his lungs.....ummm....well ya that would be me!! Why am I in such a pitiful condition

you ask....simple two word explanation for it.....PRAC-TICAL RECORDS!!!!

C.R.A.C.K. on the other hand has gone off to sleep, so has most of the hostel. Crazy he might be, but the fellow always manage to finish all his records on time.....W.H.A.C.K. is busy flirting with some random girl he met on a social net-

working site. He too isn’t that much worried about his pracs and seems to have finished his records. In the past week it has been reaffirmed in my mind that most humans are nothing but a lazy bunch of evolved monkeys who love to procrastinate.....including yours truly. WE ARE CREATURES OF HABIT and once we get into the hab-

it of delaying things we just continue doing it for even the smallest of things...(THAT EXPLAINS THE UNCONTROLLABLE OVERGROWTH OF FACIAL HAIR ON MY CHIN....just don’t get my hands to pick up the scissor and trim it)..

Seriously though, its not just us students who end up doing things at the last mo-

Sir, Please may I have

The Road less travelled... Are you ready for a challenge?

By Shruti Iyer

Are you interested in leadership at the highest levels? Do you have a track record of academic achievement? Is the unjust achievement gap in our country appalling to you? Well then, take a step towards bridging the educational inequity. Don't just sit back and complain. Go out and change them. **Inspire. Teach. Lead. Transform. Join the movement that's called Teach For India.**

Teach For India is a nationwide movement to end educational inequity and is seeking the world's most outstanding final-year students for its selective 2010 Fellowship. It is based on the highly influential and selective Teach For America movement, which is now 20 years old and boasts 17,000 alumni in powerful positions all over the United States and throughout the world.

Teach For India believes that all children deserve access to a quality education.

The Teach For India Fellowship creates a movement of leaders in all sectors who understand the problems behind educational inequity and who can fight for change. The two-year, full-time leadership Fellowship selects the best college graduates and young professionals worldwide to teach full-time in India's low-income schools. Fellows are trained in teaching and leadership skills and network with leaders in government, business and entertainment.

Teach For India Fellows emerge with the leadership and soft skills – such as

communication, problem-solving, and organization – to succeed in any sector. Try keeping a class of 40-odd seven year old engaged and interested and a boardroom of suited professionals is a piece of cake!

Teach For India's career center helps Fellows connect with our corporate and post-graduate partners, including ISB, SP Jain, McKinsey, Thermax and more.

In June 2009, Teach For India placed its first class of 87 Fellows in English-medium, primary schools in Mumbai and Pune. Fellows come from leading colleges such as IIT, St. Xavier's, St. Stephen's and Symbiosis and top corporates such as ICICI Bank, Godrej Industries, Mahindra & Mahindra, Tata Power and others. By its fifth year, Teach For India aims to place hundreds of Fellows in the country's top metropolitan cities and their surrounding rural areas.

"The challenges are immense but there is not an iota of regret. This is a job where I get to innovate, create and build all at the same time. Every day is different. Every child is different. I love being in my class with all its flaws and chaos. I can't wait to meet my children every morning and see their beaming faces. I have to be both spontaneous and well-planned at the same time. I have to expect the unexpected in the classroom and plan for it! Therein lies the challenge and the opportunity", says Madhumita Subramanian, a TFI Fellow. Madhumita has a BSc Economics Hons from University of Warwick, UK.



The Pro-Chancellor, The Pro Vice-Chancellor and the Registrar at the event

Youthful Panacea 2009 at SRM

By: Mark Nathan

The second edition of Panacea 2009 an Inter-Medical, Dental and Paramedical Cultural Fiesta organized by the SRM Institute of Medical and Health Sciences, SRM University was organized with much fanfare at the SRM University Campus in the suburban Kattankulathur.

Popular film actor Vishal and every youthful music maestro and music director Devi Shri Prasad of 'Kandaswamy' fame were the guests and inaugurated the festival. Inaugurating the cultural actor Vishal showered encomiums on the University and

its sprawling massive auditorium and congratulated the organizers for providing a vibrant show. He emphasized on participation than winning or loosing.

The ever youthful music director Devi Sri Prasad in his special musical and dancing address appreciated the organizers for their precision timing of the events.

Over 26 Medical, Dental and Para Medical Colleges participated at the four day Cultural Extravaganza that showcased events like western group dance, Indian group dance, duet dance, adaptune, variety show, ship-

wreck, fashion show, light music, solo singing, rangoli, glass painting together with events like quiz debate and creative writing.

The Pro-Chancellor of the University Mr. P. Ravi said the Cultural are meant for bringing out the inherent talents among the participants. SRM's Pro-Vice Chancellor Dr. T. P. Ganesan, University Registrar Prof. N. Sethuraman, Director SRM Medical Health Sciences Dr. Vinod Kochupillai, Dr. James Pandian Dean, SRM Medical College and other University officials participated and spoke on the occasion.

"There is immense responsibility resting on our shoulders and we recognize that. You may not achieve all that you set out to change but at least try, for a spark is all that's needed to start a fire"

,she adds. As Robert Frost recommended, **take the road less travelled. Join the movement. Be the change you wish to see.**

Interested in applying? Visit our web site at www.teachforindia.org

to apply or e-mail **Campus Ambassador Shruti Iyer at shrutiier90@hotmail.com** for more information.

some more... time!!!

ment.....many a times we get the printouts for the practicals late, sometimes the sheets take time to print, sometimes there is a delay in checking, policies are implemented later than required..... The basic point is that we are all **FLAWED** somehow or the other and that is what makes us human. The concept of doing things **IN TIME**

for a particular task is just a mangled piece of thought in a dark corner of our oversized brains.

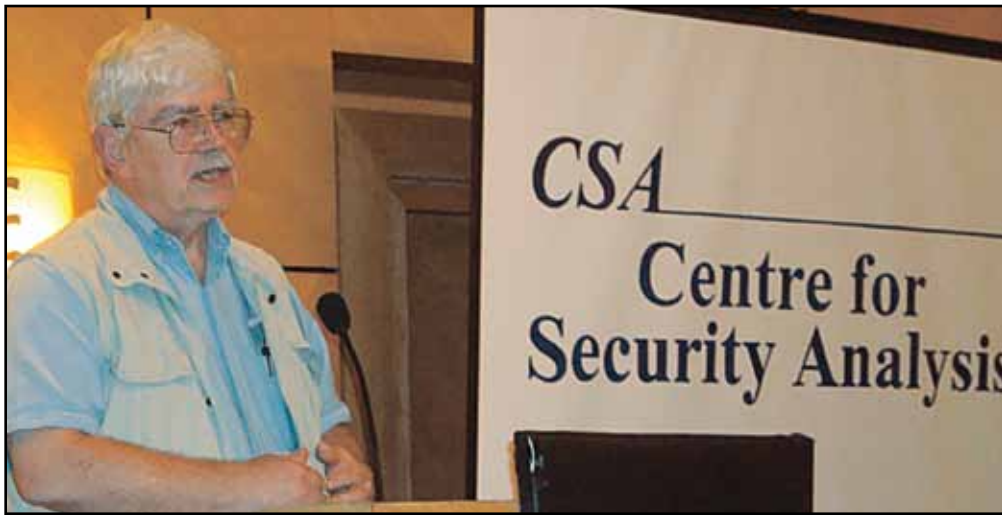
Its times like these when you wish for an extra day in the week or even an extra hour in the day....**IRONICALLY** enough we finish everything. **EVERY SINGLE THING** is done a little **LATE** but hey, its done right!! You

got to award some marks to us humans for at least finishing everything....**HOW MANY SMART AND INTELLIGENT RACES ARE THERE IN THE UNIVERSE WHO FINISH THINGS EONS BEFORE THEY NEED TO BE IMPLEMENTED....**None yet, right! So its our little old lazy selves in this massive universe and we might

as well enjoy our lives till we get wiped out by the swarm of flesh eating **HELLO-KITTY** lookalikes from outer space!!

Its also during crunch time when your friends actually help out the most. **W.H.A.C.K.** left his anonymous female friend to get me something to eat and **C.R.A.C.K.** offered to write

whatever part of the record was left....**NO** i am not going to cry like a baby and get all emotional but it really feels good to see that someone out there **ACTUALLY CARES** for you!!! I guess i understand why **OLIVER TWIST** asked for another bowl of soup and why that scene is etched clearly in history.....**BACK TO FILLING IN MY INDEX** now....oh **GOD** i don't have the dates for the experiments.....



Dr. Rodney Jones at the Chennai lecture

VIEWS...

New Trends in the Obama Administration

By Anuj Srivas, Prashanti Ganesh and Harish Murali

It can be seen as a refreshing break from the unilateralism of the Bush administration but the U.S. President, President Barack Obama has given his touch not only to critical issues of foreign policy but also in bringing about that much needed reconciliation within the Democratic Party and with the Republicans maintains a top foreign policy specialist.

In a Public Lecture organized by the American Consulate and the Centre for Security Analysis in Chennai on "The New Trends in the Obama Administration", Dr. Rodney Jones, the President of Policy Architects International—a consulting firm that deals with international security, energy security and Asian development issues—argued that President Obama is not worried about competition as can be seen in his bringing Hillary Rodham Clinton as the Secretary of State, a person with whom he

has had sharp policy differences during the course of the 2008 campaign.

A person who has had his share of experience in the U.S. government in the Arms Control and Disarmament Agency and with solid background and experience in regional and nuclear security issues in the Middle East, South Asia, and East Asia, Jones told an invited audience that included a group of Journalism students from the SRM University that the composition of the Obama administration reflect a mix of former Clintonites, a former military General overseeing the National Security Council and keeping Robert Gates, an expert on Russia and who was the Defence Secretary in the Bush administration as a way of emphasizing his bipartisanship with the Grand Old Party.

"... Obama has now hit the reset button on the US's relationship to the world as a whole. This is crucial to the new face of Obama's foreign policy" Dr. Jones maintained.

"Not only do citizens of America trust him, but the rest of the world looks to him as a symbol of hope. Though this is a big burden, President Obama has bold ideas whether it is on nuclear non proliferation or engaging talks with Iran and North Korea," said Dr. Geeta Madhavan of The Centre for Security Analysis in her opening remarks.

"India's national interest is always supreme in my mind. Though many aspects of the new US administration are heartening, I firmly believe that US is devoting more thought and time to Pakistan at the expense of India," said Mr. R. Swaminathan a former top Intelligence official of India, currently the President and DG of the International Institute of Security and Safety Management (New Delhi).

Comparing the Obama administration to that of John F. Kennedy's, Mr Swaminathan maintained that the United States is now replacing war with diplomacy and is slowly coming out of the "bullying" business.

Public Health and Focusing on Micronutrient Malnutrition

By Chinmayee Mishra

Health is the primary concern of all human beings. In order to assess the current status of Micronutrient Supplementation and other Child Survival Issues in Tamil Nadu among the Public Health Professionals. The School of Public Health of SRM University organized a national level seminar on Micronutrient Malnutrition with special Emphasis on USI, Universal Standard Iodization

With collaboration with UNICEF, the two day seminar witnessed many learned speakers from all over India. Prof Ch. Satish Kumar, Dean, School of Public Health, SRM University in his welcome address gave an overview of the recently established Public Health Department. "We create public health leaders and not workers", is the main aim of the Department he said.

"Malnutrition has multi factorial origins and can only be tackled by joint ventures with other departments", quipped Dr. Satish Kumar, Chief UNICEF Field office for Tamil Nadu and Kerala giving the objectives of the

workshop. Pointing the major issues for the seminar, he added the causes and the whole concept of life cycle approach as the sustainable method to advance in malnutrition.

Ms. M.P. Nirmala, IAS, Commissioner Social Welfare, Government of Tamil Nadu humorously described the Pizza syndrome and Fair and Lovely Syndrome as the two main causes of Malnutrition in case of rich and poor respectively.. She talked about the different supplementary meal plans by Government for children of different age groups and the need to focus special importance on Hygiene.

Dr T P Ganesan, Pro Vice chancellor, SRM University described the vast spread of the University and the importance given to extra curricular activities in it. He talked of the proposal for the establishment of Agricultural Engineering and Law courses in near future.

Dr. C. Muthamizhchelvan, Associate Director (E&T), also gave an overview of the factors to eliminate malnutrition and how to achieve and sustain USI.



Ms. M.P. Nirmala, IAS, Commissioner Social Welfare, Government of Tamil Nadu lighting on Kuthuvizhku

One more feather added to the Crown of Information Technology...!

The sun radiated the cosmos on the glorious end of September '09 and entry of October '09. It was the blooming opening of a spectacular exciting XPLOITS-2K9, a two day National Level Technical Symposium initiated by the Department of Information Technology, SRM Valluam Engineering College.

Launching XPLOITS2K9, the Principal Dr. M. Bala subramanian gave a very warm welcome to Dr. S. Vincent, Member Secretary, Tamil Nadu State Council of Science and Technology who also presided over the function as the Chief Guest.

In his inaugural speech on

"Integration of Information Technology and its National Objectives" Dr. Vincent also he focused on the topics like integration of IT & Biology besides releasing the "XPLOITS 2K9 Souvenir" and the "XPLOITS 2K9 Souvenir CD".

The Mentor of Information Technology, the Head of

the Department, Prof. L. Nalini Joseph had made a meticulous arrangements for the splendid occasion—a total of 14 technical and non-technical events were conducted. Significantly XploITS2K9 was a student filled celebration with many participants enrolling themselves for the competition.

The valediction ceremony witnessed the participation of Mr. Kannan Srinivasan, Assistant Manager, Project-CTS and Mr. Rama Chandran, Human Resources/Campus of CTS, Chennai presiding as Chief Guest and Guest of Honour respectively. All victorious winners were lauded with prestigious prizes that marked their excellence.

Pavithra Rajagopal &
Trisha Anand

The causes, types and solution to global warming were some of the many issues discussed by Dr. M B Nirmal during the launch of the Enviro Club and Green Brigade in Kattankulathur campus.

Green Brigade, an initiative of CII [Confederation of Indian Industry] aims at connecting academic institutions with the corporate sector in order to attain sustainable development. Ms. Kareena Mathew and Ms. Sharon Re-



Dr. Nirmal at the launch of the Enviro Club...

becca, executives from CII and Mr. Prem Kumar Pandurangan, Director – Sustainability, Cognizant Technology Solutions were also present to grace the function.

Dr. Nirmal from ExNoRa, an organization working on environmental problems, gave a gripping presentation, on the current environmental problems reminding the au-

SRM goes green!



enthusiasm the university and students have shown over the years.

Mr. Prem, who came as a representative of the e-LAWN (energy, land, air, water and noise) project of CII brought about a sense of awareness and a will to take care of Mother Earth who has been taking care of us since eternity through a presentation and pledge. More information on e-LAWN can be acquired on www.ciielawn.ning.com. He emphasized on the immediate need to look into the deteriorating condition of ecological balance and handed over the responsibility to the young shoulders here. Mr. Ram Nitesh, a student showcased a compelling presentation to conclude the event.

Mrs. Anuradha Parakkat, Director, Campus Affairs and Students Mentoring also addressed the function.

The guests enthusiastically planted saplings with the students in the end before the photo session. The expectations soar high with the launch of Enviro Club and we look forward to the bid of making SRM cleaner and greener.

dience that burning of fossil fuels, forest fire, and volcanoes (to mention a few) are some of the natural causes of global warming and hence cannot be avoided. He also gave a detailed explanation on the four kinds of global warming--atmosphere, soil, sea and wind. He showed inspiring pictures of the places where ExNoRa had help d

bring about a change through organic farming, waste segregation, building walls and terrace gardens. Also participants were told about the ways of controlling environmental degradation through reduction, mitigation and adaptation techniques.

"Waste is not waste until wasted", Dr. Nirmal emphasized while maintaining that

waste could not only be used but utilized if some creative techniques like gutter guard, pipe farming, terrace farming and foldable lawn etc. were used. Towards the end, he became nostalgic and fondly remembered the day he planted the first sapling on the grounds of SRM University and was particularly happy over the progress and

National Conference on VLSI and Embedded Systems

By Siddharth Panicker

Technical knowledge in the field of electronics was served on a platter on the 8th and the 9th of October as the Department of Electronics & Communications Engineering organised a two-day national conference on VLSI (Very Large Scale Integration) and Embedded Systems, in collaboration with CEERI.

The inauguration took place in the New Seminar Hall, with the welcome address delivered by the Head of the Department, Dr. S. Malavizhi; the presidential address was delivered by Dr. S. Ponnusamy, the Controller of Examinations. The chief guest, Dr. A. S. V. Sarma (Director-CEERI, Chennai), delivered the keynote address.

The inaugural session was highly interactive, with the

listeners taking a keen interest in what the distinguished speakers had to say. The objective of this workshop, attended by teachers, PG students as well as a technical team from CEERI (Chennai), was to impart knowledge on real time application of embedded systems and VLSI to design socially relevant projects.

Technical experts from CEERI, CG-Corel India Ltd., L&T Infotech, Intel Corporation and Synopsis (India) Pvt. Ltd. addressed various seminars and provided hands-on experience on various topics that were a part of the workshop. Dr. G. Lakshmi Narayanan (Asst. Professor, NIT-Trichy), delivered a lecture on USB wireless systems and the Asynchronous pipeline technique.

Spread over a two-day

period, these sessions and seminars were highly effective motivating factors, as

well as an immense source of knowledge on the current trends in Embedded Systems and VLSI for all those who attended it-faculty members, students and the technical team from CEERI, Chennai.

The successful conclusion

of the workshop on VLSI and Embedded Systems proved that the gamut of education in college comprises more than just the prescribed curriculum, and that all such value-added courses will be met with high levels of enthusiasm from a keen audience.



Elsewhere at SRM ... Scholarly work at Ramapuram...

Paper Presentation in Conferences

1.S. Sathish Kumar, Helen P. Kavitha, R. Kavipriya presented a paper entitled “Synthesis and Characterization of Novel Tetrazolo Diazepam Derivatives” in UGC Sponsored National Conference on Recent Advances in Chemistry Organized by PG & Research Department of Chemistry Bishop Heber College (Autonomous) , Tiruchirappalli on 18th September 2009.

2. S. Arulmurugan, Helen P. Kavitha, R. Thilagavathi, R. Arulmozhi presented a paper entitled on “Synthesis, Characterization and Study of Crystal Structure of Some of

Novel Schiff Bases” in UGC Sponsored National Conference on Recent Advances in Chemistry Organized by PG & Research Department of Chemistry Bishop Heber College (Autonomous) , Tiruchirappalli on 18th September 2009.

3. Helen P. Kavitha, S. Sathish Kumar and S. Arulmurugan presented a paper entitled on “Synthesis, Characterization and Study of Analgesic and Anti-inflammatory Activities of Novel-1,2,3,4-Tetrazoles” Sponsored by CSIR, DRDO and TNSCST National Seminar on Modern Trends in Chemistry Thiyagarajar College (Autonomous), Madurai on 24th & 25th September 2009.

Achievements of the students of the MBA Department of SRM Ramapuram

Name	Rohit Kamalasan
	Rachit Kanna
	Meenakshi R.
	Pavithra R
	Mithra S
Year	I MBA B
Organizing Institution	VELS University
Date	8,9 and 10 th October 2009
Name of the Event	Ad-Zap
Prize won	I

Name	R. Rohini Sarmi
Year	II MBA C
Organizing Institution	VELS University
Date	8,9 and 10 th October 2009
Name of the Event	Paper Presentation
Prize won	III

Name	N. Parvathy & Rohini Sharmi
Year	II MBA C
Organizing Institution	Sathyabama University
Date	7 th September 2009
Name of the Event	Paper Presentation
Prize won	I

Name	R. Nirmal kumar
Year	II MBA B
Organizing Institution	Sri Venkateswara College of Engineering
Date	31 st August 2009
Name of the Event	Wall Street Calling
Prize won	II

Honoring SRM NCC Cadets...



Inspiring Moment: General Deepak Kapoor PVSM, AVSM, SM, VSM, ADC, the Chief of Army Staff interacting with our NCC students during their visit to the OTA on 19 September for the passing out parade.



CUO(then L/CPL) Hemanta Sharma, 3rd yr Mechatronics student of SRM University Receiving Gold medal and shield from Group Commander Madras Group A Col. Umar Farook A. in an inter State Competition held at DG Vaishnav College,Nugambakkam.

BRIEFLY...

The Department of Management Studies, SRM University, Ramapuram organized a Workshop on Finance on 30th September, 2009 in which two eminent speakers, Mr. Balasubramanian, The Company Secretary, Madras Stock Exchange and Mr.Anush, Executive Member, National Stock Exchange, addressed two consecutive technical sessions focusing on the basics of stock market, types of trading and the techni-

calities of stock market operations and throwing light on the rights, duties and responsibilities of the market participants. The workshop had an enthusiastic participation of the students and Faculty members of MBA of SRM University and Easwari Engineering College.

Akanksha Singh, 2nd B.Tech (Biotechnology) presented a paper titled “Extraction of biopesticides from agricultural weeds; A miracle for the farmer” at the prestigious International conference ‘Biotechnological solu-

tions for environmental sustainability’ held at VIT University from 21st-23rd October. 18 International speakers from 12 different countries, eminent scientists presented papers and she was the only U.G.student to present a paper at the conference. The chairperson Dr. Heizenmeyer, University of Hanover, Germany was highly appreciative of the work and encouraged her to continue further. Mr.R.Balaji Raja, Assistant Professor, Department of Biotechnology guided the work.



The Chancellor and other dignitaries at the prize distribution ceremony

IOB on top of the heap

By Prashanti Ganesh

With an objective of seeing Indian names in the Olympics in the future, SRM University identifies students from all over Tamil Nadu who are keen on sporting activities and provides scholarships to improve their capabilities and physical strength, according to the Chancellor Mr. T.R. Pachamuthu.

"I encourage all our students to participate in sports and games. We identify school students from all over Tamil Nadu, especially in rural areas and from poor families to offer scholarships. We select 50 students every year and provide them with 5000 Rupees to help them improve their capabilities and physical strength. This is only an

attempt to see Indian names in the Olympics in the future" the Chancellor said in an exclusive comment to *Spectrum*.

Mr. Pachamuthu participated in the A Division league (Volleyball), Chennai district Valedictory function on 23rd October at the Mayor Radhakrishnan Stadium, Chennai. Being a sportsman himself the Chancellor has taken interest to fund these matches for the past three years, among his other sports initiatives.

In the final showdown at Egmore Indian Overseas Bank beat Southern Railways (25-23, 25-22, 25-14) to gain number one position. A total of nine teams participated, each team playing 9 matches. Apart from participation

certificates to all teams, cash prizes were presented to the winning teams. The IOB, Customs and SDAT teams won Rs. 25000, 15000 and 12000 respectively.

In the women's category, the Southern Railways team was on top of the table with St. Josephs close behind.

The valedictory function was also attended by Mr. W.I. Davaram, I.P.S., Senior Vice President, Tamil Nadu Olympic Association, Mr. S. Machendranathan, I.A.S., Principal Secretary, Transport Commissioner, Chennai, Mr. V. Krishnaswamy, General Manager, IOB, Chennai and Mr. G.N.S. Vasudevan, Managing Director, K A L S Distilleries Pvt Ltd..

SRM Triumphs

SRM University won the South-West Inter University Chess Tournament held at MGR College, Hosur from 29th September to 04th October 2009 with the defending champions leaving a stamp of authority over the event—successfully defending the title by scoring 27 points out of possible 36.

SRM University was the top seed in the event in which 69 universities from the south-west region of the country competed for the high top honours. The SRM University team comprised of Grand Master J. Deepan Chakravarthy, IM Norm Holder R. Arun Karthik, R. Premnath, N. Aravind Subramaniam, Mohinder Yadav and Aswin Balaji.

SRM drew its Third round encounter against the 2nd seeded Anna University

which allowed the 3rd seeds Madras University to jump into lead at the end of the 3rd round. In the crucial 5th round encounter between the leaders and the top seeds, the later won the game 2.5-1.5, by which SRM gained a slender half point lead which they widened in the next round when they beat VTU, Belgaum 3.5-0.5.

At the end SRM scored 27 points, a clear one point ahead of the 2nd placed Anna University which scored 26pts. Third seeded Madras university finished 3rd with 25 pts and VTU, Belgaum finished fourth with 24.5pts. The top 4 teams from this event will qualify for the All India Inter-University Chess Championship which is likely to be held in the month of January.



The winning team

A Budding Chess Queen!

By Ratnika Sharma

Harini of SRM Arts and Science was declared the Best Player in the chess tournaments held in the Netherlands. She shares her experiences...

Question: what were your achievements in the Netherlands? Were the tournaments tough?

Answer: actually there were three tournaments and I was declared the best player under 2000 grading category in the first and third tournament where I scored 5 and 6 points respectively out of 9 points. I managed to increase my points by 123 and now my current rating is 2109.

Yes, the tournaments were

really tough. I had to face some really challenging opponents but it was a great learning experience for me.

Q: Approximately how many hours do you give for chess practice? Do you find it difficult to manage the game along with your studies?

A: Well, it all depends. On an average, I practice for around 2-3 hours a day and I don't really find it difficult to manage my studies because I usually get on duty permission and attendance and exemption from assignments etc.

Q: who is your coach? Would you make chess your profession?

A: I am coached by Mr Hariharan. He is currently

working in Indian Bank. I surely want to make chess my profession and become a professional player. My ideal is Vishwanathan Anand.

Q: tell me something about your association with the game.

A: well, initially, I was not interested in the game but once my brother took me along to his coach where he was learning chess. I picked up the game slowly and used to often get confused with the moves of various pieces. The confusion strengthened my urge to master the game and now I love the game.

Q: what do you think are your strengths and weaknesses?

A: well.. I am better in the



middle game rather than the beginning or the end game. I am good at attacking my op-

ponent than defending so I hope to improve my defense techniques.

FREEWHEELING

SPECTRUM

அறிவியல் வளர்ச்சியும் சுற்றுச்சூழல் மாசுபாடும்

நம் உடல் நலம் பாதிக்கப் படுமாயின் நாம் அனைத்தையும் இழக்க நேரிடும். நமது அடிப்படையான சுற்றுச் சூழலை இழக்க நேரிடுமாயின் நமது வாழ்வையே இழக்க நேரிடுகிறது. தற்பொழுது மாறிவரும் சுற்றுச் சூழலை உணரும் நெருக்கடியான காலம் வந்து விட்டது.

பெருகி வரும் மக்கள் தொகை, மிதமிஞ்சிய நகரமயமாக்கம், உலகலாவிய தட்ப வெப்பநிலை, பயிரிடும் நிலங்கள் குறைவு, தொழிற்சாலை மயமாதல், வெப்ப நிலை அதிகரிப்பு போன்ற மக்களின் செயல்களால் அனைத்து இயற்கை வளங்களும் பாதிக்கப்படுகின்றன. இத்தகைய தருணத்திலாவது சுற்றுச் சூழல் பற்றி எச்சரிக்கையுடன் இருக்காவிடில், இயற்கையால் நமக்கு அளிக்கப்பட்டுள்ள அரிய தொரு வரத்தினை நாம் இழக்க நேரிடும்.

இயற்கைச் சூழ்நிலை மண்டலம்

மனிதனும் பிற உயிரினங்களும் வாழும் இடத்தைக் குறிக்கும் அமைப்பே இயற்கைச் சூழ்நிலை மண்டலமாகும். நாம், மற்றும் பூமியில் வாழும் உயிரினங்கள் தொடர்ந்து நிலையாக இருக்க தாவரங்களையும், விலங்குகள் உள்ளிட்ட சூழ்நிலை மண்டலத்தைச் சமச்சீராக வைத்திருக்க வேண்டும். நமது சுற்றுச்சூழலைச் சமநிலையில் வைக்க இயற்கையில் உள்ள அமைப்பைச் சமச்சீராக பாதுகாக்க வேண்டும்.

ஒரு உயிரினத்திலிருந்து வெளியேற்றப்படும் கழிவு மற்றொரு உயிரினத்திற்கு மூலப்பொருளாக பயன்படுத்தப்படுகின்றது. (எ.கா) விலங்குகள் சுவாசிக்கும் போது வெளியேற்றப்படும் கார்பன்டை ஆக்ஸைடு தாவரங்களுக்கு மூலப்பொருளாகப் பயன்படுகிறது. தாவரங்கள் ஒளிச்சேர்க்கையின் போது வெளியேற்றப்படும் ஆக்ஸிஜன் விலங்குகளுக்கு சுவாசிக்க பயன்படுகிறது. நிலப் பயன்பாடும் இயற்கைச் சூழ்நிலை மண்டலமும் ஒன்றொடொன்று தொடர்புடையவை.

1. அணு ஆலைக்கழிவு 2. புகை மண்டலம் 3. கழிவு நீர் 4. எண்ணெய் ஆலை மாசு 5. குடியிருப்பு

போன்றவை குறிப்பிடத்தக்கவை. இவற்றின் பயன்பாடு சூழலோடு தொடர்புடையது.

தொழிற்மயமாதல் மற்றும் உலகமயமாதல்

இயற்கை சூழ்நிலை மண்டலத்தில் நிலம், நீர், காற்று ஆகியவை மாசுபடுத்துவதற்குத் தொழிற்சாலைகளே

நேரடி காரணமாகின்றன. இதனால் தாவரங்களும் விலங்குகளும் பாதிக்கப்படுகின்றன. நகரமயமாக்குதல் போன்ற செயல்களால் நிலத்தடி நீர் வளம் குறைதல், காற்று மாசுபடுதல், ஒலி மாசுபாடு போன்றவை ஏற்படுகின்றன. தாவரங்களும், விலங்குகளும் இடப்பெயர்விற்கு ஆளாகின்றன. மக்கள் ஒரே இடத்தில் குவியாமல் இருக்க, வாகனப் பயன்பாடு ஒரே இடத்தில் அதிகப்படியாக இருப்பதைத் தவிரக் 'நகரிய பரவலாக்கம்' இன்றைய காலத்தின் கட்டாயமாகிறது.

அறிவியலின் வளர்ச்சியும் அதன் தன்மைகள்

ஈராயிரம் ஆண்டுகளுக்கு முன்பே “யாதும் ஊரே யாவரும் கேளீர்” எனப் பாடினார் கணியன் பூங்குன்றனார். உலகம் ஒரு குடும்பமாக வாழவேண்டும் என்பது காலத்தின் கட்டாயம். அறிவியலானது உலகை சுருட்டி விட்டது. நாடுகளும், கண்டங்களும் நெருங்கி விட்டன. வானொலி, செய்தி தாள்கள், தொலைகாட்சிகள் ஆகியவை அறிவியலின் வளர்ச்சியாகும். சென்ற இரு நூற்றாண்டுகளின் விஞ்ஞான வளர்ச்சி பிரமாண்டமானதாக இருக்கிறது. மனிதன் நாளடைவில் பல சாதனைகளைப் புரிந்து ஜெட் விமானத்தில் பறக்கிறான். இவ்வளர்ச்சி மனித முன்னேற்றம் என்றாலும், இயற்கையோடு இயந்து போகாத அசுர வளர்ச்சி இயற்கையை சீரழிப்பதாக உள்ளது. நவீன மயமாக்கலை திட்டமிடும்போது, இயற்கையோடு இயந்த சமச்சீர் வளர்ச்சியைக் கையாளுதல் தேவை.

அறிவியலின் பாதிப்புகள்

அறிவியல் மனித வாழ்வை எப்படி மகிழ்ச்சியானதாக மாற்றியுள்ளதோ அதே அளவு சுற்றுப்புறச் சூழலையும்

மாசுப்படுத்துகிறது. நாட்டின் பல இடங்களில் நிறுவப்பட்டுள்ள தொழிற்சாலைகளில் இருந்து வெளிவரும் நச்சு புகை, கழிவு நீர், அதிக ஒலி சுற்றுச் சூழலையும் பெருத்த அளவில் பாதிக்கிறது. நிலம், நீர், காற்று, ஒலி போன்ற அனைத்தும் அறிவியல் வளர்ச்சியால் பாதிக்கப்பட்டுள்ளன.

சுற்றுப்புறச் சூழல் பாதுகாப்பு

சுற்றுப்புறச் சூழல் என்பது நம்மை சுற்றியுள்ள நிலம், நீர், காற்று, ஆகாயம் என்ற அனைத்து இயற்கை தன்மைகளையும் உள்ளடக்கியது. இதன் இயல்பு கெடாமல் பாதுகாப்பது காலத்தின் தேவை. பூகோளச் சமநிலையைப் பாதுகாத்தல் வேண்டும்.

வீட்டிற்கு எதிரே வேப்பமரம்-கோடை வெப்பக் கொடுமையைப்போக்கும் என்று கவிப்பேரரசு கூறுகிறார். வீட்டிற்கு எதிரே கோடை காலத்தில் நல்ல காற்று வீசும்.

சுற்றுச்சூழல் மாசுபடுதலால் மேலேயுள்ள ஒசோன் படலம் ஒட்டையாகி விடும். சுற்றுப்புறங்களில் உள்ள தொழிற்சாலைகளில் வெளிவரும் கழிவு நீரைத் தூய நீருடன் கலக்காமல் பாதுகாக்க வேண்டும்.

சுற்றுப்புறச்சூழலில் ஏற்படும் தாக்கம்

1.சமூக பொருளாதார தாக்கம் 2. நிலச் சீர்கேடு 3. தாவரங்கள் விலங்குகள் காடுகள் அழிதல் 4. நீர் மாசுபடுதல் 5. காற்று மாசுபடுதல் 6. ஒலி மாசுபடுதல் 7. அதிர்வுகள்

சுற்றுப்புறச் சூழல்

பாதுகாத்தல்

• சாக்கடை, கழிவுநீர், ஆலைக் கழிவுகள் ஆகியவற்றைத் தூய

நீருடன் கலக்காமல் பாதுகாக்க வேண்டும். நன்னீரில் வேறு ஒரு புதிய உயிரிகளை வளர்க்கலாம். • ஒவ்வொரு ஊரிலும் தாவரப் பண்ணைகள், விலங்கு வாழ் விடங்கள், பறவைகள் வாழ்வதற்கான இயற்கைச் சூழலை அமைத்தல் வேண்டும்.

• ஒரு இடத்தில் வேறொரு பயனுக்காக மரங்களை வெட்டும்போது அவ்விடத்தில் வேறொரு புதிய கன்றுகளை நடுதல் வேண்டும். இதனால் வளம் பெருகுவதோடு, புவி வெப்பமடைதலும் தவிர்க்கப்படுகிறது • மழை நீரைப் சேமிப்பதன் மூலம் நிலத்தடி நீர் வளம் பெருகிறது. மண்ணின் வளம் பாதுகாக்கப்படுகிறது. • தொழிற்சாலையில் உள்ள கழிவு வெளியேற்றப்படும் போது அதை மாசுபடாமல் மறுசுழற்சி முறையில் பயன்படுத்தவேண்டும். ஆலைக்கழிவுகள் நன்னீரில் கலக்காவண்ணம் பாதுகாக்க வேண்டும். • வீட்டு சமையலறையில் மறுசுழற்சி செய்தல், தோட்டங்களில் ஒரு மடக்கு குவியல் ஏற்படுத்துதல் வேண்டும். • கடல்நீர் மாசுபடாமலும், வெப்படைவதால் குறையாமலும் பாதுகாத்தல் வேண்டும். கடல்வாழ் அரிய உயிரினங்களைப் பாதுகாத்தல் வேண்டும். • வேளாண் துறையில் இயற்கை வேளாண் முறையை ஊக்குவிப்பதோடு, நவீன வேளாண்மை என்ற பெயரால் விளைநிலங்களை மாசுபடுவதையும், பயிர்கள் விசத்தன்மையாகாமலும் தடுக்க வேண்டும். இயற்கை பொருட்களை உரங்களாக பயன்படுத்தவேண்டும். • மருத்துவத் துறைக்கழிவுகள், மின்னணு கருவிகளின் கழிவுகளைத் தக்க முறையில் மக்கச் செய்தல் வேண்டும் அவ்வது சுற்றுச்சூழல் மாசுபடாமல் அழித்தல் வேண்டும். • பிளாஸ்டிக் (நெகிழி) பொருட்களின் பயன்பாட்டு குறைக்க வேண்டும். முடிந்தால் முற்றிலும் தவிர்க்க வேண்டும்.

சுற்றுச் சூழல் பாதுகாப்புச் சட்டம்

இந்திய அரசியலமைப்புச் சட்டத்தின்படி சுற்றுச் சூழலுக்கு மேன்மை அளித்த நாடுகளில் இந்தியாவும் ஒன்று. இந்திய சட்டத்தின்படி 51A(G) ஒவ்வொரு குடிமகனும் சுற்றுச் சூழலை பாதுகாக்க வேண்டும்.

உறுதிமொழி

நான் இயற்கைக்கும் என் வளத்திற்கும் எவ்வித தீங்கும் விளைவிக்காமல் பாதுகாப்பேன்.

ப.சதீஷ், 3-ஆம் ஆண்டு, வணிகவியல், அறிவியல் மற்றும் மானுடவியல் புலம், எஸ்.ஆர்.எம். பல்கலைக்கழகம்.





Art of Living Workshop

By Moen Sen and
Varun Krishnan

Bringing the grace of Shri Shri Ravishankar into the lives of several SRM students, YES!+ (Youth empowerment and skills), a voluntary organisation conducted a six day Art of Living workshop with the help of Dr Vinoda and Dr Gayathri. Students from different engineering departments attended the workshop where they were taught various physical exercises and breathing techniques which help in achieving confidence, concentration, clarity of mind and focus. These techniques have been scientifically tested and proven to have

a profound effect on the mind and body. Dr Vinoda Kochupillai, director of SRM Medical College has been associated with YES!+ since 1997 and has been researching on the benefits of breathing techniques like Sudarshan Kriya and Pranayam. Her tests, performed on AIIMS students, patients and police trainees, have proven the miraculous effects these techniques have on the body and mind.

Ms Anjana Vivek of WAYE(World Alliance for Youth Empowerment) was the faculty who presided over the workshop and the students greatly benefited from her talks on various situations in life and how to handle

them. Her approachable and cheerful nature made the workshop an enjoyable and unforgettable experience for everyone.

"I had a lot of fun at the YES+ course. The exercises and breathing techniques that were taught to me have helped me relieve my mind of all kinds of stress," says Rupanshi, a third year engineering student.

The next YES!+ workshop in January '10 promises to be bigger and better. All those interested in having their lives transformed for the better can contact the following

Mayank-9884848450,
Tulika- 9884779482

Coming Up...

'Coming up' is the new regular section included in Spectrum from this issue onwards. This section aims to give you a low down on all the activities going to take place in the campus no matter which corner of SRM's 240 acres it'll be held in. Yes, we intend to give you deadlines, dates and all details pertaining to the various upcoming events, conferences, seminars and occasions to be held in our campus in the following month. So go ahead, take a peek into SRM's crystal ball and know what the future holds with COMING UP...

Event: Teach For India **2nd Deadline:** 22nd November 2009

Details: Teach For India is a nationwide movement that aims to eliminate educational inequity in India By placing the country's most outstanding College graduates and young professionals in low-income schools to teach for two years. In its second year of recruiting, TFI is looking for yet another batch of young bright leaders to help them Teach. Lead. Transform

Contact Details: Campus Ambassador: Shruti Iyer: 9962095791

Also check the website: www.teachforindia.org

Event: Short Term Training Program on .NET Technologies

Date of event: 23rd - 25th November 2009

Organised by : Department of Information Technology
In Association with MICROSOFT INDIA

Deadline for registration: Last Date for receiving completed registration form is 11.11.2009.

Details: The .NET Framework is Microsoft's application development platform that enables developers to easily create Windows applications, web applications, and web services using a myriad of different programming languages, without having to worry about low-level details like memory management and processor-specific instructions. The program is designed for the staff members willing to learn from the basics to advanced level of .NET. Faculty members from Engineering Colleges with specialization in IT/CSE/MCA, affiliated to any university shall attend this STTP. Experts from Microsoft India, L&T, and faculty from SRM will be handling the sessions. All participants will get a book on .NET from Microsoft India.

The course comprises of: **.Net Framework, C#, VB.NET, ADO.NET, ASP.NET.** Practical sessions are included for all topics.

Contact Details: Mrs. G. Vadivu, Course Co-ordinator

Phone: 044 - 27452270, 27453901

Mobile: 9841217971 Fax: 044-27453903

For further details : E-Mail: it_dotnet@srmuniv.edu.in

For further details: <http://www.srmuniv.ac.in/events.php?page=sttp-net>

If you are involved with, attending or conducting any event/conference and want it to feature in 'Coming Up' then do mail us with your event and contact details at : comingup.spectrum@gmail.com.

Blood Donation Camp

The SRM College of Pharmacy, Kattankulathur organized a one day blood donation camp at SRM Medical College Hospital and Research Centre as a part of silver jubilee celebrations of the University.

The camp was successful for as many as 103 students from various disciplines voluntarily participated and donated blood. Dr. N. Damodharan and Mr. M. Mothilal structured and co-

ordinated the camp enthusiastically.

Student who participated in the Camp were told about the rationale behind blood reprocessing and storage conditions for future utilization.

The camp was initiated by Dr. N. Chandra Prabha, Associate Director, Paramedicals, SRM University, Dr. K.S. Lakshmi, Dean and Dr. K. Ilango, Vice-Principal, SRM College of Pharmacy.



BOOK
REVIEW

Title : Midnight's Children
 Author : Salman Rushdie
 Publisher : Vintage Books London
 Pages : 647
 Rs. : 295

HOTSPOT

By Priyanka Prasad

As the monsoon and that mounting pressure of exams slowly set in, students increasingly find themselves turning towards fresh and invigorating fruit juices instead of the usually preferred fizzy drinks. Catering to these whims is the SRM Pazhamuthir Chalai, located in the medical campus canteen.

Run by Mr Shrieker, who also manages the supermarket, this fruit beverage shop is frequented

by the students and faculty members of the medical campus. In addition, an increasing number of students from the disciplines of engineering, humanities, MBA etc who love to explore and try out new places within the campus also visit the canteen. It is understood that the quantity of fruit juice served per glass is slightly larger here, promising a better turnout.

The peak hour for business for this little outlet seems to be the lunch hour. With everyone meeting up during this time for luncheons or to spend time together over a glass of juice, business blooms out here. The attendant almost single-handedly manages the crowd at the counter and has so far managed to produce satisfactory results.

Inter-disciplinary interaction is an enjoyable experience, and with students from various departments and branches gathering here, Pazhamuthir Chalai proves to be a socializing spot one cannot ignore. Apart from being a refreshing joint, this place has proven to be an effective socializing venue, bringing together and fostering interaction among students belonging to various courses and departments of SRM University.

HOT WHEELS

The Fast and the Fury

By Shobhit Srivastava

1001...the number of night, of magic, a number beloved of poets; which has always been associated with the auspicious commencement of any event in an Indian's life (our superstitious beliefs die hard). It is this very number that becomes significant at the first stroke of midnight on the 15th of August, 1947. At the precise moment that India freed herself of the British Raj, infant Saleem Sinai was to inextricably linked to his nation along with the 1000 other children born between 12 to 1 that night. In Saleem's biography, the "Midnight's Children"-the course of modern India has been portrayed.

According to the New York review, this is one of the most important books to come out of the English speaking world in this generation. This Salman Rushdie creation is in every sense a masterpiece. The legacy of the Sinai clan, the telepathic communications (its more than just telepathy) between the Midnights Children(all of them possessed magical credibilities- some who could step into mirrors, some with powers of transformation

and some others who could craftily multiply fishes- a multitude of gifted ones forming a ghetto), and the progress of India through the shackles of post-independence partition to the agony of the Indo-Pak war '65 and '71, culminating into the emergency of '75- magically and ominously, Saleem was present at every historical milestone that India achieved. Saleem himself transformed from an omnipotent child (he could read people's mind) to a sniffer of bombs in the Pakistan army- a saga that redefines the amalgamation of facts with fiction.

Find out the connection that Indira Gandhi's coiffure of uniform pigment-white hair on one side and black on the other had with the emergency of 1975.

Coming from the already controversial Mr. Rushdie, the part played by Indira Gandhi- who is called the Widow- did raise more than just a few eyebrows. On a personal note, the "best of the booker" tag that this book carries is alluring. And I finally got it right with this book.... a reader's delight in its true essence.

By R. Krishnan

Hotwheels is a column where we choose to highlight the automobiles on our campus which make their own mark, which have the personal touch of their owners and catch the eye wherever they go.

Akshay Ramachandran of 3rd year Automobile Engineer owns the vintage Royal Enfield 'Fury'- DX175 which is most definitely a head turner. The Fury is a product of the German company Zundapp. It came out in the year 1987. An air cooled 163cc engine, a horse power of 15.2 bhp, a disc brake manufactured by

the best brake manufacturers- Brembo, and the front fork manufactured by Italian company Paioli are some of the features which make it stand out in a crowd.

It is a winner of many prestigious rallying awards and some even believe that, even though it came 2 decades earlier, it can give the Bajaj Pulsar 180 cc a run for its money. The advanced technology used by the vehicle meant procurement of spares was a hindrance and the usage of a constant mesh kind of gear box meant a lot of wear and tear. Due to these problems very few Furys stand in the country today and Akshay

takes pride in the one standing next to him.

Akshay prefers working on his own bike than giving it to a service centre; does all the restorations and modifications on his own. A motorcycle freak that he is, he has undertaken many long trips on his Fury and has had his own fair share of accidents. All said, the Fury, though manufactured in the '80s is generations ahead of its present counterparts.

Want your ride to be featured in hotwheels? Send in an email with your contacts to srmteamspectrum@gmail.com



Source : Internet