



SRM
INSTITUTE OF SCIENCE & TECHNOLOGY
(Deemed to be University u/s 3 of UGC Act, 1956)

SPECTRUM

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Chief Guest Dr. Nandini Kannan along with other SRMIST officials released the CD of abstract on the occasion of Research Day held at SRM Institute of Science and Technology.

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SRMIST signs MoU with GARC

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Admissions open for Medical & Health Sciences programs at SRMIST

STAFF WRITER

Admissions are now open for various Medicine and Health Sciences programs at SRM Medical College Hospital & Research Centre (SRM MCH&RC), Kattankulathur.

Several UG and PG programs are available for students in the Faculty of Medicine and Health Sciences from the College of Pharmacy, College of Physiotherapy, College of Occupational Therapy, College of Nursing, School of Public Health, and allied courses at SRM MCH&RC.

The soft launch of application forms for Faculty of Medicine and Health Sciences was held at the Institute's premises in the presence of SRMIST's Pro VC (Medical) Lt. Col.

Dr. A. Ravi Kumar, Director (Communications) Mr. R. Nandakummar, Dean (Medical) Dr. A. Sundaram, Dean (Dental) Dr. N. Vivek among others.

SRM MCH & RC has over 66 disciplines that prepare students to fill that growing need and take advantage of that growing opportunity.

Admissions to any of these programs will be based on the national-level entrance examination – SRMJEEH (UG) and SRMJEE (UG), Board examination marks, Department level examination conducted by the respective schools in SRM, and one-to-one interaction.

To apply, visit www.srmist.edu.in, chose the program of interest and then click on application.

ARIIA- Another Badge of Excellence for SRM

NANDITA
BHYRAVBHATLA

The year 2021 finished off with another feather in SRM's cap when the Atal Ranking of Institutions and Achievements (ARIIA) list was published on December 29th; SRMIST proudly stood at fourth position in the rankings in the category of private and self-financed universities. This would be the third consecutive year that SRM has been one of the top 5 universities in the category.

ARIIA is a systematic initiative taken up by the Ministry of HRD- implemented by AICTE and the Ministry's Innovation Cell, to rank higher educational institutions based on several factors when includes innovation, entrepreneurial

development, infrastructure, and variety of courses offered by a university. A university's holistic and practical approach to education while providing a comfortable and progressive environment to nurture young minds is also considered. The system was initially introduced as a comprehensive categorization of various institutions offering courses in engineering, medicine, science and humanities, agricultural sciences, management, and law. A total of 1438 institutions participated in the rankings this year. Notably, SRMIST was placed second out of 674 participating institutions in the year 2020.

An institution's ARIIA ranking can help in acquiring various grants, funding, and other well-



sought out accreditations such as NAAC and NBA- which SRMIST proudly holds at the moment. Once again of SRMIST is placed at the frontier of educational excellence in India and continues to raise its students to the same high standards.

A Drop of Life ...

SHREYAS VARDEVU

Few parts of our body are as vital for our sustenance, and yet frequently overlooked, as blood. Even though our country needs, 15 million units of blood on an average, it receives just 11 million units; thus, creating a gargantuan four-million-unit shortage annually. Over 12,000 Indians perish each day due to paucity in donated blood. 40 districts do not have even a single blood bank.

Recognizing the importance of raising awareness on this issue, SRMIST KTR campus, in conjunction with the National Service Scheme (NSS) and its Red Ribbon Club (RRC), conducted a Blood Donation Camp on the 24th of December 2021. It was held in association with The Madras Voluntary Blood Bureau, Chennai and the Rotary Club of Madras, Besant Nagar, Chennai.

Over 175 donors consisting

of undergraduate and post-graduate students, research scholars and faculty members from various colleges donated blood, for this noble cause. The camp was inaugurated by the Director of Campus Life, Dr. Leenus Jesu Martin, Dean of the faculty of Management Studies, Dr. Subhashree and the NSS program director, Dr. T Rajasekaran, along with delegates from the Rotary Club of Madras Besant Nagar, Chennai.



Webinar conducted on analytics to Business intelligence

STAFF WRITER

The Directorate of Distance Education, SRM Institute of Science and Technology conducted a Webinar on Analytics to Business intelligence on 26th of December, 2021. The resource person for the webinar was Mr. Arunkumar Rajoo, Technical Manager, HCL Technologies.

The webinar was coordinated by Prof. S. Chandran, Assistant Professor, Directorate of Distance Education, SRM Institute of Science and Technology.



"There is a hope of life to someone in your blood donation."

Science & Technology should be used to bridge the gap in the society

* Dr. Nandini Kannan urges SRMIST students to never stop doing research on the occasion of Research Day

STAFF WRITER

About 146 researchers were presented with medals at the Research Day held at SRM Institute of Science and Technology (SRMIST), Kattankulathur. Chief Guest of the event Dr. Nandini Kannan, Executive Director, Indo-US Science and Technology Forum honoured the researchers and released the CD of the abstracts on the occasion.

Present on the occasion were SRMIST's Vice Chancellor Dr. C. Muthamizhchelvan, Pro VC (Medical) Dr. Lt. Col A. Ravikumar, Registrar Dr. S. Ponnusamy, COE Dr. K. Gunasekaran, other Directors and Deans.

Among those honoured was Dr. Satyajit Mohapatra from SRM Medical College Hospital and Research Centre (SRM MCH&RC) who brought in funding of rupees 1.6 crores. Dr. Satyajit was also the Principle Investigator of the COVAXIN trial held at SRM MCH&RC. The hospital has recently opened a 5000 square feet hi-tech research

faculty called the 'SRM Centre for Clinical trials & Research'.

In her speech, Dr. Nandini Kannan said, "Science and technology should be used to bridge the gap in the society, including climate change." She encouraged students to take up international collaborations. "Global challenges call for global collaborations and partnerships, bringing together the best and brightest scientists, engineers and entrepreneurs to work together." She elaborated that such collaboration will provide access to unique perspectives and approaches, leverage the limited resources and infrastructure, share insights and knowledge, and finally allow one to create new networks and a globally-engaged workforce. She added that the new National Education Policy encourages international students to study in India, it also provides greater mobility to Indian students to visit, study at, transfer credits to, or conduct research at institutions abroad. "It also facilitates research/teaching collaborations and faculty/student exchanges with



Dr. Satyajit Mohapatra from SRM Medical College Hospital and Research Centre (SRM MCH&RC) was honoured on the occasion of Research Day at SRM Institute of Science and Technology.

top international institutions, it also encourages high performing Indian universities to set up campuses in other countries." Highlighting the challenges and opportunities in higher education, she said, "Universities should move towards a technology-driven, outcome-based model, incorporating new Pedagogy through flipped classroom, MOOCs, Online Assessment, hands-on instruction, Just in Time Teaching, team-taught courses to foster inter-disciplinarily, research in undergraduate programs and so on." She added that the main

challenge that universities face is preparing the global workforce of tomorrow. "Automation/emerging technologies are radically changing the workplace. Therefore academic institutions need to be nimble, flexible, and adapt to keep pace with these new technologies." She concluded by saying that students and faculty should never stop doing research.

Vice Chancellor Dr. C. Muthamizhchelvan in his presidential address said, "At SRMIST, Research Day was

done to promote interdisciplinary, multidisciplinary learning among research scholars." Presenting the research statistics he said that at SRMIST a lot of collaborative research is encouraged among faculty. He also urged students to submit quality papers.

"SRMIST has a huge infrastructure and labs and these need to be used efficiently. We have several centres of excellence. This year we opened two such centres one for energy and the other for the environment." - added the VC.

Webinar on recent advances in the field of Journalism

THASHWINI V
AMRISH ROHAN

The webinar on "Recent Advances in the Field of Journalism" was organized by Department of Journalism and Mass Communication (JMC), SRMIST accompanied by Young Journalists' Association on 11-Feb-2022.

Aparna Karthikeyan an author, writer, and Independent Journalist was the speaker for the first session. She writes for The Hindu, and she's also a Senior fellow of People's Archive of Rural India (PARI), Scroll, Caravan and other media outlets. She was awarded the 2015 National media award by National Foundation for India for her work on "Vanishing livelihoods of rural Tamil Nadu".

The event was inaugurated by Dr. Duraisamy (DEAN) CSH, Dr. Albert Anthony Raj (Deputy Dean) CSH, and



Aparna Karthikeyan interacting with the students

Mr. Shiva Shankaran (HOD, JMC, CSH). About 120 Students and 40 faculty from outside the University participated in the webinar which was held via the Zoom Platform.

Aparna Karthikeyan, the resource person started the session by interacting with the students about her past works in PARI and how she started traveling in Tamil Nadu covering stories about livelihood of people from rural India and also shared her experiences in the journalism field. As the session came to a conclusion, she started to answer the questions



Poster of webinar on "Recent Advances in the Field of Journalism"

which were posted in the chat box by the students and other participants. Her answers were clear, interesting and it was very useful for everyone who attended the session. Her session created an awareness about the livelihoods of people of rural India who toil for survival and overcome numerous challenges in their day-to-day lives.



Poster of webinar on "Recent Advances in the Field of Journalism"

The second session of the webinar was headed by Prof. Surbhi Dahiya, Course Director, Department of English Journalism, Indian Institute of Mass Communication-New Delhi. She spoke about the recent advances of journalism, the evolution of modern journalism, advances of artificial intelligence in journalism, career in future online journalism. At the end of the session, she answered various questions posed by the participants.

SRMIST appoints new controller of examination

STAFF WRITER

From teaching at the Department of Civil Engineering and academic honorary achievements, which have undoubtedly given contribution and recognition to the College of Engineering at SRMIST, to an Administrative role as the Controller of Examination. Dr. K. Gunasekaran is professor whose long going list of accomplishments has landed him in the position of an entrusted COE to the Institute after quite a while rewarding him for his untraceable academic indulgence and dedication. Dr. K. Gunasekaran has already



shown a remarkable progress in the administrative office for a guaranteed and fair evaluation. His methods and policies are promising, so is his character and vision. Many improvements are yet to be witnessed and later recorded in the history of SRMIST to serve as guidance and compass for the next Srmities.

Capturing moments: then and now

KIRAN LOTEY

Everything that an individual experiences in life is like a chapter of a story. Anything other than the present moment is a memory which enhances that story. People have been capturing memories in photographs for decades, trying to capture every moment of happiness, joy, and contentment. One loves to take pictures of unique, and sometimes seemingly insignificant moments that mean something.

Photography began about two centuries ago. In the early days, simple box-cameras took black and white pictures. In the late 19th century, the method of photographic etching was used to print pictures, which is the process of using ultra-violet light to set an image to a sheet of metal and then using chemicals to get the shape onto the metal. Modern colour film was popularised with Kodak's Kodachrome in 1935. Eventually, companies improved on colour film, making

it cheaper and more discreet. By the 1970s, colour film became quintessential in photography, while black-and-white films were used particularly in fine art and journalistic photography. Eventually, other types of films were introduced. In 1973, instant cameras like the prominent Polaroid first appeared on the market. Their uncomplicated structure and ability to print photos within minutes made them popular with consumers. By the mid-to-late 1990s, due to technological advancements, digital cameras were commonly available to the general public. People stored their photos in aesthetic old albums that are seen in many households even today. For the last decade, people have saved every single memory on their smart devices that they carry wherever they go. One can capture every second of their lives just with a touch. From ancient paintings to smartphone cameras, humanity has come a long way in its pursuit to capture life's finest moments.



From papers to pixels



192 Ambassadors representing their nations in the United Nations Climate Change Agreement

United Nations for climate change

MOHAMMED FADIL

A United Nations' initiative, the United Nations Environment Programme (UNEP) was deployed in June 1972 as a result of the Stockholm conference on the human environment. Their objective is to provide leadership and encourage partnership in caring for the environment by inspiring, informing, and enabling nations and citizens to improve their overall quality of life without compromising future generations. In 2015, United Nations adopted Paris Climate Accords to cover the damages made by countries.

The current rationale of the Paris Climate Accords pledges to reduce carbon emissions and footprint. They have proposed that the failure of moderation of the carbon emissions by 2030 will lead to environmental catastrophes such as rise of the sea level, floods, etc. They have anticipated an average loss of 2 billion dollars per day due to natural calamities. The current pathway also risks the natural triggering feedback of massive thawing and widespread forest die-offs. Unfortunately, countries have to triple their reduction of carbon emissions to match the predictions put

forward by the UN. The latest meeting concluded to reduce the global temperature by 2 degrees Celsius since the United States of America has backed off from the initiative.

They are also expecting net-zero by mid-century. Favorably, India is currently in compliance with the conditions proposed by the United Nations body. Patricia Espinosa, head of the UN's climate change body, said "We do have a possibility to have a positive outcome, but I think that we are still facing a lot of challenges and one of them is the lack of time."

Expo 2020 Dubai

ANAMIKA TRIPATHI

To find solutions for problems and challenges faced by humanity, global events are being organized and one of them are EXPOs, organized by Bureau International des Expositions (BIE). Organized and facilitated by governments and international organizations, its motto is to bring millions of visitors, create new dynamics and catalyze change in their host countries. The world's first expo was London's Great Exhibition of 1851 and since then Expos are being organized every five years.

This time Dubai is continuing this legacy by hosting Expo 2020 Dubai at the United Arab Emirates. The theme of Expo 2020 Dubai is "Connecting minds, creating the future". The event was scheduled to open by October 20, 2020 but got rescheduled to 1st October 2021. Currently it is ongoing



"The logo of Expo 2020 Dubai is inspired by a ring found at the Saroug Al Hadeed archaeological site in Dubai"

at Al Wasl plaza, which is the focal point of all the occurring events. Around 192 countries have participated, earning the event around 7 million visits so far and counting. The highlights included the presentations of moon rocks, ancient manuscripts, antique artifacts in the field of history and archaeology. Speaking of technology, the "Al Wasl dome", a marvel

that is centrepiece of Expo 2020 Dubai, equipped with the world's largest 360-degree projection screen and more than 250 state-of-the-art projectors, being one of Expo's many technological innovations. The event is already gaining popularity and the auspicious views of this mega fest are being broadcasted live on many social media platforms.



Kunduru being honoured with the SRM Business and Innovation Award

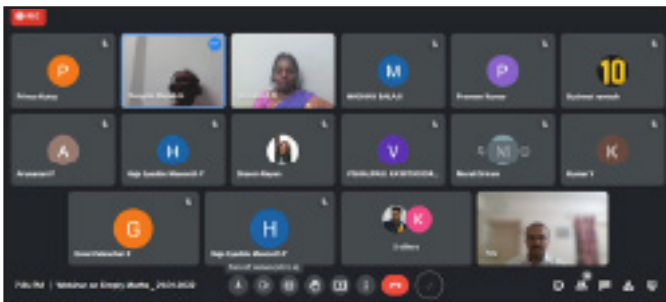
SRMIST honours Ravi Kunduru with SRM Business and Innovation Award 2021

PRAKHAR
BHARADWAJ

Every year SRM university, along with The Directorate of Alumni Affairs, felicitates the achievements of a few of its alumni who graduated since the institute's inception in 1985 with the prestigious alumni awards. One such alumni award presented this year is the SRM Business and Innovation Award presented to Ravi Kunduru, Founder & President of Ventech Solutions. Ravi Kunduru, graduated from SRMIST in 1995, is an entrepreneur by design. Ventech Solutions, his 8th company is the successor of his last company — with founding his first company at the age of 19. His broad range of expertise has helped Ventech

grow from no operations to multi-million-dollar revenues in just a couple of years. Because of his numerous achievements and expertise, he was chosen as one of the 'Best CEOs of 2021' for small and midsize companies by Comparably, USA, an annual ranking based on employee feedback.

The felicitation ceremony, hosted by The Directorate of Alumni Affairs on 3rd January, was presided by Honorable Vice-Chancellor, Prof C.Muthamizhchelvan. Esteemed Registrar Prof S.Ponnusamy and respected Dean - CET, Prof T. V. Gopal were also in attendance at the event. The felicitation ended with Kunduru sharing the many lessons he had learnt along his journey.



Webinar on “simply MATHS”

STAFF WRITER

Department of Mechanical Engineering, SRMIST-Vadapalani campus organized a webinar titled “simply MATHS ... a shortcut for speed calculations” on Jan 21. This program was organized for school students to gain knowledge in the concept of doing calculations in a speedy and easy manner. Students from

various schools of Chennai participated in this virtual event. The resource person for the workshop was A.N. Revathi (Assistant Professor / Career Development Centre) SRM IST VDP. The school students were taught with basic methods to improve their basic computation skills. The students participated in an enthusiastic manner and enjoyed the program as well.

An Understanding towards Safety

UTTARA PHATAK

The Department of Automobile Engineering at SRM Institute of Science and Technology signed a Memorandum of Understanding with the Global Automotive Research Centre (GARC), Ministry of Heavy Industries and PE, Government of India. This marked the beginning of a new undergraduate industry (GARC) supported program on “Automobile Engineering with specialization in Vehicle Testing”. This initiative provides an integrated approach in Automotive Vehicle Testing covering the features of Vehicle Testing standards, testing of the vehicles and its procedures, Electromagnetic Compatibility or Electromagnetic Interference, Hardware-in-Loop Simulation, Battery Management Systems,



SRMIST signs MoU with GARC

etc., exploring the myriad of exciting new challenges and opportunities available in this domain. Currently, the GARC is working on the mission of “Ensuring Safe Drive” by adhering to Advanced and Innovative Technology in automotive testing and research. This program has not only given a hope of creating some scope of achievements to the learners but has also laid

a new path for revolution in the Automobile industry. The Department of Automobile Engineering has already been recognized as a department of international repute. By collaborating with several companies, governmental agencies and institutions, the department continues to actively contribute in the field of automobiles on behalf of SRMIST.

SRM IST Men's cricket team wins southzone T20 tournament Chennai-2022

STAFF WRITER

SRMIST Men's cricket team because the champions of south zone T20 tournament conducted by MARC Chennai.

SRMIST was the only college team which took part in the tournament, yours with other professional teams around South India.

The tournament was held from 14th to 18th February 2022 First Round Result:

KCR vellore 121/8 in 20 overs (Yogesh 56) lost to SRM IST 125/0 in 7.5 (Mokit hariharan 34 , Vignesh S Iyer 85)

Man of the Match:
Vignesh S Iyer

Second Round Result:

SRM IST 151/6 in 18 overs

(Mokit hariharan 31) Beat Pratiba cricket club 143/9 in 18 overs (Abishek nair 52, Nidhish rajagopal 3/32, Jaganath sinivas 3/20)

Man of the Match:
Nidhish Rajagopal

Quarterfinal:

SRM IST 147/9 in 20 overs (Mokit hariharan 39) Beat PRV X1 98/10 in 18.5 overs (Pranav kumar 3/22, Kishan kumar 3/22)

Man of the Match:
Pranav kumar

Semifinal:

SRM IST 195/6 in 20 overs (Mokit hariharan 34 , Vignesh S Iyer 39, Mukilesh 61) Beat Pataudi Cricket Club 110/9 in 17.5 overs (S Kishan kumar 3/24)

Man of the Match: Mukilesh

Final:

SRM IST 158/6 in 20 overs (Ram Aravind 52,) Beat Cake Point Cricket Club 113/10 in 18.4 Overs (Ajith Ram 4/25)

SRM IST, Chennai – Secured – I - Place

Team Players List

1. U.Mukilesh – II MBA
2. Ajith Ram – II MBA
3. Trilug Nag – I MBA
4. Abishek- I MBA
5. Kishan Kumar - I MBA
6. Mohit Hariharan – I MBA
7. Ram Aravind – I MBA
8. Jagannath Srinivas – II MBA
9. Pranavkumar – I MBA
10. Sri Rangan – II MBA
11. Ricky Praveen – I MBA
12. Shyam Sundar – I MBA
13. Vignesh Iyer – III B.Tech ECE
14. Mr Harkrishnan – Coach
15. Dr.y.c.louis Raj – Manager



SRMIST's appoints students affairs Director as Additional Registrar

STAFF WRITER

Leading and inspiring personnels take up new responsibilities aiming upward for the greater good. Dr. Mythili is SRMIST's Director of Students Affairs who has been recently appointed as an Additional Registrar. Her humble character and extremely supportive attitude towards the students made SRMIST a healthy and student-friendly environment.



She is the problem solver when it comes to students. She has been a part of the SRM group for the last 23 years and has displayed her abilities in both academic and administrative roles. She has been contributory as she paved the way for setting up the Career Development Centre, and also designing its course & content. The CDC has played a major role in shaping the lives of those students who cross the portals of this institution with respect to their career prospects. She is currently involved in ensuring a balanced approach to academics & the extracurricular & co-curricular activities. "It is the experience that one gains outside class hours that shapes them as an individual and this has to be a very meaningful one!" – the Directorate of Student Affairs has always been determined to make this happen.

Reaching Far: SRM Women's Basketball Team Reaches Finals of the South Zone Inter University Championship

ANSH JAIN

The journey to the final had been an arduous one for our Women's Basketball Team. At the end of an intense and close match against Madras University, the score stood at 60-69, in favour of the latter. The result, however bittersweet, was an honourable one, as all the players from SRM, though disappointed about the missed gold, were hopeful of future performances and relished the victory that was theirs.

Earlier facing off against Mangalore University, the ladies won 50-18, moving over to the semis, to face off against a powerful team. The

match against Jain University was another close encounter, ending 62-53. This match being leg one of two, the second leg pitted us against MG University. We won 61-35 then, securing the finale spot.

There was more to celebrate than just the winnings at the South Zone Championship, as our talented women's team secured itself a spot at the National Inter University Championship and The Khelo India University Games 2022. The players would be looking forward to creating ripples in the sports world with their performances in these tournaments too, and we at SRM will surely be excited to watch their greatness unfold.



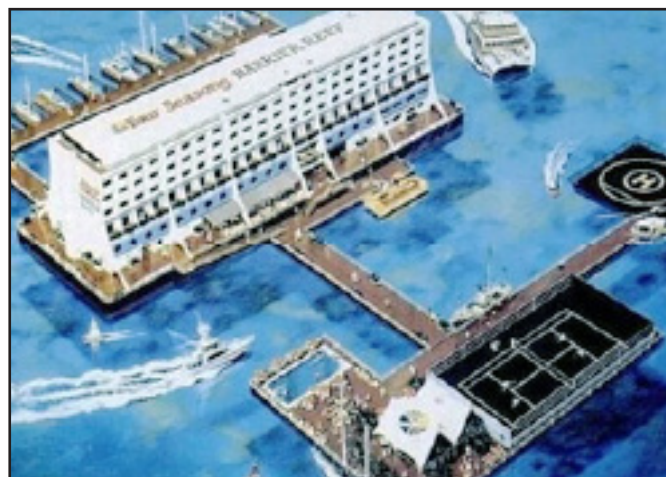
SRM Women's Basketball Team reaching heights

The Business Idea That Couldn't Float

RAMAY RAJ SINGH

How often do one come across a magnificent yet desolate structure? Grandiose in its stature, its presence but bleak of character? The Four Seasons Great Barrier Reef Resort, or The Floater, was the brainchild of Doug Tarca, Town Developer of Townsville, Australia in the 1980s. He and his son wanted to build something unique to boost local tourism.

Tarca wanted to build a floater that would be different. It had to be unique and make a statement. It had to be a floating hotel. This hotel sat 70 kilometers from the coast, and from afar, it looked as if a building were sitting on still blue waters. The hotel had all the amenities expected of an '80s establishment- It had a swimming pool, a tennis court, a submarine that could ferry tourists across blue waters, a lift to help customers experience marine life first-hand. The Four



An artistic rendition of the floating hotel that succumbed to its ambitions.

Seasons Great Barrier Reef Resort was supposed to enhance the local tourism scene.

Grievously, it couldn't. The operating costs were insanely high. Throw in a fire incident and a hurricane during peak season, and one would be able to picture the dire economic situation that the Floater was in. To call it a financial nightmare would be a

gross oversimplification. This setback eventually led to the floating hotel's demise.

The Floater was sold off multiple times and eventually dropped anchor in North Korea, where it is now waiting for its demolition. One can wonder, was the hotel too early for its time? Or was it just a victim of misfortune?

National Girl Child Day

STAFF WRITER

India is celebrating the 15th anniversary of the National Girl Child day. It is commemorated every year on January 24th to create awareness about the rights, education, and importance of the girl child. It was first observed in the year 2008 by the Ministry of Women and Child Development and the Government of India as an initiative to create and spread public awareness about inequities faced by girls in Indian society. Ever since the National Girl Child Day is observed through theme-based programs including awareness campaigns centred around saving the girl child, gender quality, child sex ratios, creation of a healthy and safe environment for girls, etc.

NSS SRMIST organized an event to celebrate girl child day in Ninnakarai village in Kattankulathur panchayat. Around 50 girl students participated in the event. It started with self introduction where the students spoke about them selves and



about their family. later, students were involved in activities which included group discussion on the role of girls in building nation, social impact and they were asked to give a speech on national leaders, particularly lady leaders and their importance. Students were awarded for their merit presentation on the same. Prizes were presented by Dr. Leenus Jesu Martin, and Dr. Poovammal, Director, and Associate Director Campus Life respectively with the welcome

address by Dr. T. Rajasekaran, NSS program coordinator, SRMIST and vote of thanks by Mrs. Jayam, Headmistress, Govt. School, Ninnakarai and Mr. Sriram, Physical Education Teacher.

The program was organized by the NSS students and staff volunteers with the encouragement by the Vice chancellor Dr. C. Muthamizhchelvan and the Registrar Dr. S. Ponnusamy, SRMIST.



Kaleidoscope of a Biotechnologist – Revealing patterns, Transforming forever

Rariora 2021

JELSIA ALEX

Rariora an annual technical fest hosted by Anveshna (Biotechnology Association of SRMIST) to aid students from various backgrounds to experience fundamental biotechnology at its best was conducted on 28th December. The three-day technical fest featured multiple engaging and stimulating workshops for aspiring scientists. The prime mission was to impart knowledge of biology and technology to a wide range of audiences and and promote cross-domain learning.

The Organizing Committee

constituted Dr R.A. Nazeer (HoD, Department of Biotechnology), Dr D.V.L. Sarada, Dr S. Subhashini, Dr Y. Ravichandran and students - Vamsidhar. A, Sandhya Ramanan, Kirtana Arikath, R. Abdul Raziq. Students from various schools and universities actively took part in the workshops. 'Restriction Enzyme Digestion' was one of the topics that helped students discover how restriction enzymes cut DNA. 'Look at Leukocytes' provided hands-on learning about mature WBCs taken from thin blood film and their role in improving immunity, specifically during the COVID-19 pandemic. 'Hanging Microcosmos' gave an understanding of the

structure, morphology and laboratory visualization of flagella (locomotory organ). 'Vibrant Microcosmos' taught how to differentiate living cells from dead cells. 'Bioelements on the Phone' guided to identify physicochemical properties of genes using bioinformatics software. Most importantly, the event illuminated the contributions of biotechnological research to medical science in gene regulation, vaccine development and other such advancements. Rariora inspired many young minds to deeply explore the limitless possibilities of biotechnology – the impetus to the next big step of mankind!

Mithilesh won Gold in Equestrian

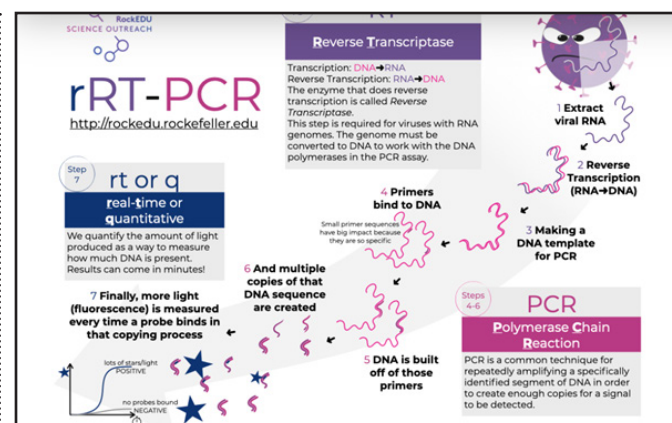
Mr.Mithilesh and his Horse makes SRM Proud in Dream Alliance equestrian challenge.

Mithilesh, student from school of Law 1st Year B.Com (LLB) made SRM IST proud by winning gold medal in the competition held at Red Earth Riding school, Auroville 1st March 2022.

Let us wish him to bring more Glory and laurels to SRM IST.



SRMIST Volleyball Women Players - win gold medal at the 34th Federation Cup Women's Volleyball Championship



Basic steps in qRT-PCR

In the world of molecular testing: qRT-PCR

SHREYA BHAGWATWAR

The ongoing pandemic of the SARS CoV 2 virus have illustrated the importance of molecular techniques for testing. The acronym RT-PCR stands for Reverse Transcriptase Polymerase Chain Reaction. The use of the phrase real-time PCR and reverse transcriptase PCR interchangeably is abundant, but in reality, it is a combination of the processes, a reverse transcription PCR and its quantification. The easiest way to identify the various variants of the virus is (Nucleic Acid Amplification Test), specific for the nucleic acids such as DNA & RNA found in the virus. Since we will be using PCR, sensitive only to DNA, the RNA must be converted into cDNA and then run through the PCR. But quantification becomes a problem as PCR is not a quantification

experiment. The steps in RT-PCR testing are (a) Sample collection, (b) RNA extraction, (c) Reverse transcription, (d) PCR assay, (e) PCR sequencing. The quantification of the amplicons takes place in the final step of PCR sequencing. The purified amplicons are measured using spectrophotometry. The current reports now include a Ct value, given according to the assumed diagnosis. Ct value (Cycle Threshold) is the number of amplification cycles needed to reach a fixed level of fluorescence at which the diagnostic results of real-time RT-PCR change from negative to positive. (Detectable) The current standard for positive are Ct levels less than 35. The lower the Ct value, the higher is the level of infection as Ct values vary inversely with logarithmic concentrations of the nucleic acid targets in the sample.

One day Virtual interaction on studies in France

STAFF WRITER

The Department of French, CSH, SRMIST conducted a One day Virtual interaction on studies in France. The main purpose of this event was to inform and increase awareness on the various opportunities available in France. The virtual interaction had speakers who gave the participants a good understanding on how studying in France would look like, the procedures and the necessary steps to be done. The event was attended by more than 200 students and it was streamed live on YouTube as well. The event began with a quick round of welcome address by Mr. Kumaravel, Asst. Professor & Head, Department of French and the inaugural address given by the Dr. A. Duraisamy, Dean, CSH, SRMIST and felicitated by Dr. Albert Antony Raj. Deputy Dean, CSH, SRMIST. The chief guest gave valuable insights and different perspectives of studying abroad. Mr. Eric Perrotel, Attaché, cooperation for the French Language, who took us sans frontier the French language. Miss Shruthi took us through the whole process and giving an overall gist. The program went for more than an hour. It was a very productive and informative session with having a few interactions from some of the students as well.

The nuke control “Plan”

**DIVYANSH
MANSUKHANI**

Richard Rhodes asked, “how did we get to the point where [we have] 70,000 nuclear weapons given the fact that even one nuclear weapon, though the years of the cold war, was more than any political leader was willing to risk exploding?” By deploying two atom bombs on Japan in WWII and overwriting Oppenheimer’s suggestion to decommission the Hydrogen bomb project in 1949, the US was responsible for sure, but was it the only nation responsible? After bombing Japan, to clarify its image not as the destroyer of lives, the US did not spare itself from proposing a plan for the international control of the nukes. Released in March 1946, the Acheson-Lilienthal Report, also called the “Plan,” granted the world an opportunity to resolve its nuke insecurity in the United Nations for the first time. The Plan proposed that the Soviets stop developing their nukes to receive state-of-the-art nuke science, thereby rarefying the US nuke monopoly. One can speculate two reasons why the Soviets did not accept the deal. One, because the US would have still possessed nine nukes by the time the deal would have come into effect. Thus, although the Soviets would have had the recipe of a nuke, in times of war, they would take

a short but significant time to develop it while the US would have its nukes at its disposal, breaking the illusion of an abandoned monopoly. Two, because the “nuke science” was not something that could not have been discovered soon by the Soviets anyway, especially when the science of the nuclear fission process was available to the public since its discovery in 1939. In fact, this is evident from an episode in the 50s US History - physicists argued for less military regulation as there was essentially nothing to be secretive about, which was already not in the physics journals.

While the Plan was indeed a poor proposal, just imagine if it were successful. How would Mars have been now if all the nuke budget were invested in reusable rockets? Could the Soviets not have signed the deal on account of such a tomorrow. While the Plan was indeed a poor proposal, could the US have proposed something better? Why did it not offer to abandon its existing nukes? The reason is the same reason why India does not risk signing the Non-Proliferation Treaty against obtaining the permanent ship in the United Nations Security Council - a nation wants to ensure its defence. How to resolve stuff, think!

SRMIST Organizes South Zone Inter-University Women’s Tennis Tournament 2021-2022

MOHAMMED FADIL

SRM Institute of Science and Technology organized the South Zone Inter-University Women’s Tennis Tournament 2021-2022. SRMIST always aids in women empowerment, and under the auspices of Association of Indian Universities (AIU), this tournament was a big success. The ceremony was presided by Pro-Chancellor (Medical) Dr. Lt Col A. Ravikumar, SRMIST.

Prof. Dr. E. Poovammal, Associate Director (CL Hostel), SRMIST was the Guest of Honor. The department of Physical education and Sports science, SRMIST conducted the tournament on 5th January 2022 and concluded it on 8th

January 2022. The tournament was held in the quarters of Vallimai Tennis Court, SRMIST, Kattankulathur. Around 40 universities participated in the contest. The sporting authority declared the first four positions qualified for the National Inter-University Tennis Women Tournament 2021-2022. The semi-finals of National Inter University Tennis Women Tournament will be carried out in DCRM, Sonipat, Haryana in February 2022. Amid the Covid surge, the Department of Physical Education and Sports Science conducted the contest safely and followed the SOP’s put forward by the state government, allowing the event to become a safe and resounding success.

Indie Music on Alag Aasmaan

**NAVEEN
PARTHASARATHY**

At some point in the bitter-sweet 2021, many people have discovered a remedy for their so-called existential crisis in Indie music. It has a unique and refreshing outlook under the freedom it offers. The privilege to explore one’s creative space and wedge individualist ideologies and experiences while preserving the essence of the music is the recipe for a compelling melodious tale.

The previous year has been a triumphant season for Indie music artists when many first-timers finally received the well-deserved limelight. The back lash faced by the film industry during the pandemic aided Indie music to make a note-worthy comeback as a mainstream solution. Indie artists stood out with an impressive growth of 34.1 per cent in 2020 and have garnered a better rate in 2021. As audio streaming services grew by almost 40 per



Indie fans go gaga over Anuv Jain during his 2021 tour

cent amidst the pandemic, the Indie world has become widely accessible. Spotify’s algorithm helped listeners identify home-bred talents like Anuv Jain and Tanmaya Bhatnagar, making them a household name among the Indian audience. Music analysts and experts were quick to draw parallels between the present and the 90’s era when Indie pop music was a certified chart-buster. Despite these skyrocketing numbers, Indie musicians face financial

adversaries due to the inherent lack of production support from record labels and companies. Also, the pandemic’s curb on live gigs is slowing down the technical, economic and social growth of upcoming Indie artists and bands. Nevertheless, audio streaming platforms are proving to be their second lifeline. Hopefully, 2022 will turn things around for good and bless humanity with musical fortunes.

Marketing yourself: The influencer culture

ANAGHA SUNIL

The advent of social media platforms like YouTube, Tik Tok, and Instagram, has redefined “the celebrity”. One no longer needs to be an athlete, artist, or politician to be a celebrity, all that is needed is an internet connection and an aptitude to create content for the insatiable vortex of the internet. This has given rise to a new niche in marketing, called “Influencer Marketing”. Influencers have sway over a target audience, and they use this influence to market not only brands and products, but also themselves.

Influencers often gain their social media following by presenting a filtered, airbrushed and unblemished version of themselves. These seemingly perfect lives that they broadcast through social media, filled with sandy beaches, gourmet food, and perfect bodies, often fill viewers with feelings of inadequacy. Viewers try to combat these feelings by trying to adopt a lifestyle similar to that of the influencer, and this is where influencer marketing



A 2019 study found that Instagram was the best platform for influencer marketing.

comes into play. Influencer marketing is widely used by high-end brands, as it provides them with more exposure than traditional marketing ever could. It is a very effective tool, as the consumer is often unaware that they are being exposed to advertisements, since the marketing is subtle, unlike traditional advertisements. A popular influencer’s nonchalant remark about their new pair of shoes, or a seemingly innocent photo of an influencer enjoying a cup of coffee in a cute café can rake up millions for these businesses. The influencer can subtly “influence” their audience to consume these products without ever once explicitly

advertising them. Influencer marketing is profitable for both the brand and the influencer, which leaves people with the searing question- “Where does it leave the consumer”?

The influencer can subtly “influence” their audience to consume these products without ever once explicitly advertising them



New Wellness Center inaugurated at SRMIST

STAFF WRITER

SRM Wellness Center for students and staff was inaugurated at SRM Institute of Science and Technology (SRMIST), Kattankulathur. This is the second centre which evolved from a wellness clinic at SRM Medical College Hospital and Research Centre. The centre is managed by Joseph Julian, who will be monitoring, guiding and helping student with their mental and physical health. The centre is equipped with BMI machine, handgrip machine and so on.

The centre was inaugurated by SRMIST's Vice Chancellor, Dr. C. Muthamizhchelvan. Pro Vice Chancellor (Medical & Health Sciences) Dr. Lt. Col. Arunachalam Ravikumar, presided and Registrar Dr. S. Ponnusamy felicitated.

Speaking about the center, Joseph Julian said the programs will be implemented to help students, collect data on students mental and physical health to determine if they would need help or not. This data would be collected using modern techniques and by preparing questionnaire with the help of

Psychology Department. Based on the data collected, students would be categorized based on their need for help (red areas). They will then be invited to the Wellness Center to get the proper help."

He went on to mention that 'Good health and well-being' is part of 17 SDG (Sustainable Development Goals) and SRMIST is aiming to fulfill all of them.

Dr. C. Muthamizhchelvan, in his speech said "Years back, success was measured on two points - salary and job title. Now success has been redefined and it also includes other parameters like physical health, mental health, and job interest." He also emphasized that for one to live a long health life, mental and physical wellness is essential.

Dr. Lt Col Arunachalam Ravikumar said, "The Wellness Center will help students battle depression and prevent suicides."

The inauguration was followed by a Yoga demonstration explaining the importance and benefits of how help us mentally and physically.



SRM Hospital releases 'Valli' Health Card for the community

STAFF WRITER

SRM Medical College Hospital and Research Centre (SRM MCH&RC), Kattankulathur released the Valli Health Card and the 7th edition of Healthcare CSR Bulletin – "Valli".

Launched by SRM MCH&RC's Pro-Vice Chancellor Dr. Lt. Col A. Ravikumar, this initiative is undertaken by Puthiya Thalaimurai Foundation as part of its CSR activity.

About 15 people from Amphenol Omniconnect India Pvt. Ltd and IO SRMIST's housekeeping staffs were among the first to receive this Valli Health Card. Card Holders would get a 20 percent discount on OP investigations at SRM MCH&RC, apart from the

regular concessions that are in place. Present on the occasion was retired Sub-Inspector S Murugan, SRM MCH&RC's Medical Superintendent Dr. K. Thangaraj, Dean (Dental) Dr. Vivek, Dean (Occupational Therapy) Dr. Ganapathy Sankar, SRMIST's Sports Advisor Mr. Nandhagopal, representatives from Amphenol Omniconnect India Pvt. Ltd and members of SRM Institute of Science and Technology.

Speaking on the occasion, Dr. Lt. Col A. Ravikumar said, "This is good hope in these tiring times. This initiative from Puthiya Thalaimurai Foundation will help those unable or not able to afford the proper medical attention the right to good health care."

He appreciated those who were involved in this initiative and encouraged them to keep up the good work and retain the quality of service provided.

Medical Superintendent Dr. K. Thangaraj, said, "SRM MCH&RC has been provided the best treatment at the most affordable rate. This health care will even ease the burden on those who are unable to get quality health care."

D. V. Venkatagiri, Secretary of Puthiya Thalaimurai Foundation said the Health Card will be distributed to the community through the medical camps organized by the Foundation.

For more details on how to get this health card contact Mr. Ramesh Kannan at 9944544299.

Fundamentals of Deep Learning workshop at SRMIST

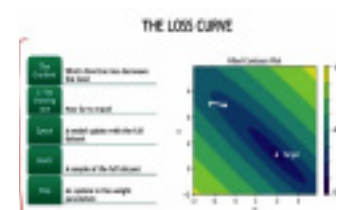
STAFF WRITER

Fundamentals of Deep Learning workshop in collaboration with NVIDIA was conducted on 22-01-2022 DCSE, Vadapalani Campus. It started with creating an account on the NVIDIA platform and then moved on to the basic explanation about Deep learning. The resource person was Dr. Madhushree Basavarajaiah, Solution Engineer & DLI from NVIDIA. The session started

with the "Hello World" of neural networks, building a network using activation functions and familiarized with kernels, convolution matrix under image processing. Data augmentation techniques, RNN, and neural network architectures were also discussed in this session with hands-on experience on every topic. It was a completely hands-on workshop where 7 assignments were practiced based on the concept that was

taught during the workshop. A thorough explanation of deep learning models through a presentation was given and then moved on to the online lab environment provided by NVIDIA. At the end, there was one test assessment that was successfully completed by many participants which made them available for a certificate from NVIDIA. All the participants were very active throughout the session and got a platform for

clearing their doubts on the same topics. Several resources that are available on deep learning have also been mentioned. The event was coordinated by Dr. Meenakshi S Arya, Prof. DCSE



SRMIST inaugurates welfare activities for its UBA adopted villages

STAFF WRITER

SRM Institute of Science and Technology, Kattankulathur under its Unnat Bharat Abhiyan 2.0 inaugurated welfare activities for adopted villages under the SRMIST-UBA perennial assistance fund. The inaugural ceremony at SRMIST's adopted village Pattaravakkam was presided over by Chengalpattu District Collector Mr. A.R. Rahul Nath.

SRMIST Associate Director (Campus Life) / Nodal Officer, UBA-SRMIST, Dr. V. Thirumurugan, welcomed the gathering. He presented a report on the welfare activities carried out last year, in the villages adopted by SRM-UBA.

The event was presided over by SRMIST's Deputy Registrar, Dr. D. Antony Ashok Kumar. In his address he emphasized the importance of the contribution of higher educational institutions towards rural development. He assured that SRMIST would definitely support the development of the adopted villages through various health activities, technological interventions, agricultural product development, entrepreneurship development programs and school science teaching.

The District Collector encouraged the villagers to



actively participate and benefit from the welfare and training activities. He urged the higher educational institutions to involve students and teachers in the guidelines for compulsory village service and village advancement. Panchayat Council President Ms. D.S. Durga Selvaraj, Vice President Mr. BS Raman, Panchayat Secretary Sri Lokeswari, Headmaster of the school, students and villagers attended the function. Dr. Vimala Rani of Krishi Vigyan Kendra (KVK), and Dr. Gayathri Subbaiah, Assistant Professor, spoke with the women present at the meeting. They spoke on how the women community can engage in entrepreneurial activities, especially in the production of value-added dairy products and

vermicompost. Sapling planting program was carried out by the Collector in front of the Grama Niladhari Center in Pattaravakkam. Eight students were awarded scholarships under the Free Education Scheme Apart from this there was distribution of science learning kits to adopted villages, training programs for the betterment of the lives of the villagers. Additionally they were also trained for Vermicompost preparation, mushroom cultivation, E-Marketing promotion, value added dairy products and marketing, training of tailoring and handicrafts and training for Yoga and mental health.

Tomorrows technology - internet of things

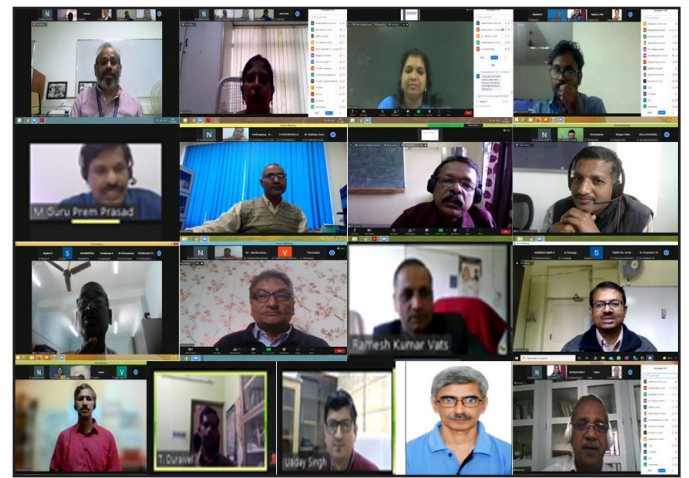
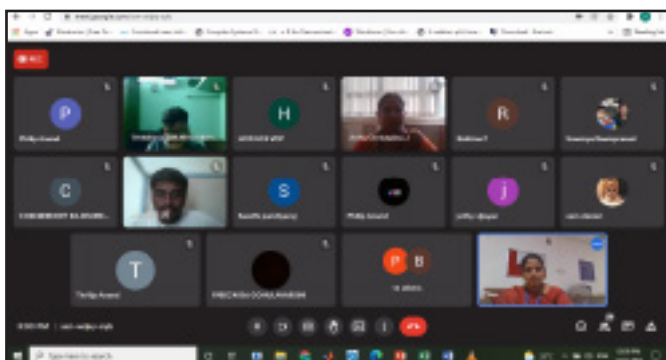
STAFF WRITER

The Department of Electronics and Communication Engineering, SRM Institute of Science and Technology, Vadapalani campus organized an online webinar on "Tomorrow's Technology-Internet of Things" on 11th January. This workshop was mainly conducted for school students to provide information on recent trends in the field of Electronics and Communication Engineering. The event received an enthusiastic response from 35 students participating from various schools. The workshop was coordinated by Dr. J. Anita Christaline and V. Akila of the ECE department. This webinar started with introduction to IoT, with insight into Arduino Board and application with basic sensors

"Life simplified with connected devices". This was related to smart home control by Arduino Boards. The session ended with a demo on applications of IoT by III year student ECE Mr. Tinesh.

The smart parking system was demonstrated with an Arduino ultrasonic sensor application on an integrated development environment (IDE). The students

were introduced to access the obtained data through the internet and were taught to manipulate them. The workshop came to an end after collecting feedback followed by a photo session. The event was coordinated by 3rd year students. The e-certificates were distributed to all the participants online.



e-Short Term Training Program on Algebra and Analysis (e- STTP-2021) Report

STAFF WRITER

A six day e-Short term training programme on Algebra and Analysis 2021, was organised by Department of Mathematics, SRM Institute of Science & Technology, Kattankulathur, Tamilnadu from December 13th -18th.

The training programme aimed to impart research skills in the area of pure mathematics and its application took off well. This training programme facilitated a positive transformation among the faculty member, UG and PG students towards research work and enabled the participants to develop competence in understanding the advances in the field of Algebra and Analysis.

During the inauguration the convenor Dr. B. Vennila, Associate Professor and Head In charge, Department of Mathematics, SRMIST, welcomed the distinguished chief guest of the day Prof. B. Neppolian, Dean Research SRM institute of science and technology. Dr. J Sasikumar, Assistant Professor, SRMIST gave a brief introduction of the chief guest. Prof. B. Neppolian, in his inaugural address, put forth that collaborative efforts for promoting research between institution and universities at both national and international level which will help

in improvising research in various fields and increasing funded projects, along with improving the number of publications for our staff members. The vote of thanks was proposed by Dr G Sheeja, Assistant Professor, SRM IST.

The speakers covered topics such as Algebra and Analysis and its applications to the benefit of more than 200 delegates including Professors, research scholars, students of various colleges and universities.

Each speaker was introduced by the senior faculty members chairing the session. The program aimed at motivating the young minds towards purposeful research on Algebra and Analysis turned out to be a grand success. The valedictory session took place on 18th December at 3:30 PM. The welcome address was delivered by Dr. Bapuji Pullepu, Associate Professor, SRM IST. Dr. N. Parvathi, Professor, SRMIST introduced the chief guest Dr. M. Bagavandas, Head, Centre for Statistics, SRMIST who delivered the valedictory address. Dr. E. Nandakumar, Assistant Professor, SRMIST delivered his vote of thanks. The e- STTP 2021 program concluded with the feedback from the gathering followed by the National Anthem.

Yoga for all inaugurated

On, Feb 16, 2022, SRMIST Registrar Prof S.Ponnusamy Inaugurated "Yoga For All Centre" and delivered the Inaugural Address .

In his Inaugural speech, he insisted about the true health, values of life which can be attained through yoga

To enhance the health of SRM ISTains we have two flexible timings for Days. Special Timing : 11:00 am to 12 :00 Noon

Venue : Department of Yoga, Directorate of Sports, Near the Dental College, KTR Campus. Kindly bring a yoga mat or big towel along with you to do yoga.



Sabreeswaran win gold at Tamil Nadu Open Tournament

One more Color Feather added in the Hat of SRM IST. It is a great feat achieved by Sabreeswaran I- BBA won gold medal at Feathers Badminton Tournament (Tamil Nadu Open Tournament) held at Ambattur OT, Chennai on 06th Feb 2022.

Malvika Bansod, II BTech CSE, won Silver Medal in Syed Modi International Badminton Tournament

“Future Olympic Champion is Born” SRMIST feels proud to announce that Miss. Malvika Bansod, II BTech CSE, has won the silver medal in the recently concluded Syed Modi International Badminton Tournament. She won the quarter finals match against the Olympic bronze medallist Ms Saina Nehwal.



Two Days Hands on training on “Advanced Techniques for Smart Phone Service and Troubleshooting”

STAFF WRITER

A special training session conducted was for the technical staffs (Programmers, Senior Technical Assistant and Technical assistants) working in the department of ECE, EIE, EEE in order to improve the skill set on recent technologies.

This program was Jointly

organized by ECE department in association with NEW TECHNOLOGY, Singanallur, Coimbatore - 641 015.

Almost 35 staffs registered for this workshop and 28 participants successfully completed the program. Participation certificate was given to those the attended all the sessions.

The path ahead in Engineering

STAFF WRITER

The Department of Computer Science & Engineering, SRMIST, Vadapalani campus organized a virtual outreach program – on “The Path Ahead in Engineering” this January. The session was intended to help the standard 11th and 12th students to explore the path ahead in the Computer Science and Engineering stream. The session started at around 5 p.m. with Dr. G. Paavai Anand, AP[SG] – CSE, SRM IST, VDP giving an introductory note. After which, the guest speaker for the day Murugan Nathan, Vice president, Natwest financial group, gave a lecture on the topic “Importance of computer science and engineering in IT world”. Lalitha S, a final year student of ECE department, handled a session on “campus life - myths versus Reality”. This was followed by a session “The interdisciplinary vastness of autonomous driver - assistance systems “ by Mr. Graceson Fredreick , Technical lead at KPIT technologies at Bangalore – an Alumni of SRM IST – Vadapalani campus. The path ahead in the Engineering branches of CSE, ECE and Mechanical Engineering and the Specializations available in each of the branches was highlighted in the event.

This was followed by a Q&A session where the participants asked their doubts regarding Engineering and the SRM- VDP campus and it was answered by



Dr. C.V. Jayakumar – Dean (E&T), Dr. C. Gomathy – VP (Academics and Placements) and HODs of the concerned Departments. About 50 students attended from various schools in Chennai. There were

overwhelming responses from the students at the end of the session along with requests for conducting workshops on the specializations that were mentioned during the session.

Career prospects in Electronics and Communication Engineering

STAFF WRITER

The Department of ECE, SRM IST, Vadapalani campus conducted an Outreach program on the topic “Career Prospects in Electronics and Communication Engineering” on Jan 27th. There were around 80 participants consisting of aspiring students from Tamilnadu, AP, Telangana and Kerala. The sessions started with an expert from industry, Punnet Mittal, CEO and Founder, VLSI Expert Pvt Ltd. Who discussed about the various skills required for the students to enter into the semiconductor industry. The alumnus Yashwanth Krishna, Solution Engineer, CLEAR (student of 2014-2018 batch), and Ms. Karthika MP, Programmer Analyst Trainee, CTS (student of 2017-2021 batch) spoke about various research facilities and activities in the Department of ECE. Dr.S.Karthik, Assistant



Professor, Dept of ECE gave insights about SRMJEEE and the importance of ECE in the current scenario. Dr.C.Gomathy

(VP-Academic and Placement) and Dr.A. Shirley Edward (HOD of ECE) clarified all the queries raised by the students.



AI Workshop

Design and Innovation Club of CSE Department, Vadapalani Campus conducted an AI Workshop on Jan 27th, lead by Mr. Jothi Periyasamy, Co-founder of DeepSphere. The workshop had 150+ participants. It was an enlightening session on AI and a second session on the same is expected to happen soon. The event was coordinated by D Punitha, DCSE.

Army Training Command Shimla signs MoU with SRM Institute of Science & Technology for Academic & Research Collaboration

STAFF WRITER

SRM Institute of Science and Technology, and the Army Training Command (ARTRAC), on 19th Jan, signed a memorandum of understanding (MoU) to work collaboratively for scaling up the momentum of interaction between the Military and academia. The MoU aims at facilitating the exchange of information on educational programs run by SRM to sponsored officers as part of its on-campus programs. And also on Research, Innovation, and Entrepreneurship development activities currently undertaken by SRM University in the areas of mutual interest in Physical Sciences, Engineering, Management, and Social Sciences. The Army will also facilitate faculty and student exchange programs to various training establishments run by the Indian Army. Maj Gen Vivek Kashyap, VSM, MGGS Training B, and Col Abhishek Mamgain, Col GS, PME, from

Army training command joined Dr. C Muthamilchelvan, VC, SRMIST, along with other officials from the University for the virtual signing of the MoU on 19-01-2022. Dr. Muthamilchelvan briefly mentioned fields where SRM is already connected to defense forces. He assured the gathering that the MoU would be put in action soon, and SRM and ARTRAC would go hand-in-hand to work towards common goals. Gen Kashyap, during his address, apprised the audience that training in the Army is systematic, evolved, scientific, and reformist. He further emphasized that the critical need of the hour is to give impetus to Civil-Military fusion involving defense forces. The collaboration with SRM and other universities of repute will help and facilitate the development of niche technologies to stay ahead of the curve and thus help in nation-building and boosting the operational capabilities of the Indian Armed Forces.



All about Chocolate

STAFF WRITER

As a child, everyone desires a “Charlie’s chocolate factory”. The eccentric taste, luscious sense, the happy rush are all the pleasures of eating chocolate. Its journey of the gods’ food started long ago in ancient Mesoamerica and southern Mexico. The Latin American Olmec were the first ones to turn the cocoa plant beans into chocolate. Archeological evidence suggests the chocolate was drunk as medicine and used in ritual practices. Aztecs believed the cocoa seeds are a gift of Quetzalcoatl god of life and death. Due to its predominant value, it was also used as a form of currency. The cocoa traveled to Spain in the late 1500s and from there to all over Europe. There are many stories for its introduction in Spain starting from Hernan Cortes to Christopher Columbus. Chocolate soon became a luxury beverage in Europe. Dutch later found the treating of cocoa beans to powdered chocolate it was also called Dutch chocolate.

Fun facts: when introduced it was considered as a medicine and doctors prescribed it to aid fevers

In the early 1700s, cocoa

plantations were widespread in the Dutch, English, and French colonies. We can also say that chocolate has invaded the whole European continent. Due to its increasing demands, large farms with slavery grew exponentially it was often said as the DARK side of CHOCOLATE. New recipes were introduced, processing of cocoa was discovered many were patented, the idea of making chocolate bars started to emerge in the mid-1850s the English replaced the hot water (in cocoa processing) with cocoa butter it led to the era of modern-day chocolates. In 1875 milk chocolate is first created by Daniel Peter by using condensed milk after eight years of toil.

Fun facts: white chocolate is not chocolate they are made of dairy cream with less than 10 percent of chocolate liqueur

Scientifically chocolates are known to be a stress reliever, anti-depressor, or sometimes even aphrodisiacs. They contain theobromine a chemical that has an equivalent stimulating effect to caffeine. Neurotransmitters such as endorphins, dopamine, serotonin, and oxytocin are released when we bite chocolate which gives us a warm and fuzzy feeling. Chocolate consumed at a

moderate level has many health benefits.

Fun facts: chocolate can prevent tooth decay as of its antibacterial properties that turn sugar into acids – “quoted to mothers”.

Africa is the leading producer of cocoa, the major varieties fall into three types they are criollo, forastero, and trinitario. Chocolate was introduced in India by the British in southern parts of the country in the 1700s. Today it has become a major market of its higher population and hefty chocolate consumption. In Europe, Belgium and swiss are famous for their special traditional made chocolates. The world chocolate economy today is ruled by multinational giants such as Cadbury, Hershey, Mars, nestle, etc. Today over 3 billion tons of cocoa are produced which is a 35 billion dollar economy, most of produced are consumed in Europe and the United States. Today chocolate has become even a token of love, it has become a part of human life. They are been used in many forms in all celebrations across the globe. the early Aztecs may not visualize it but we owe them for making our life sweeter.

From the desk of Kumar Rajarajan R

Inaugural ceremony of ECE association

STAFF WRITER

The virtual inauguration ceremony of ECE Association was held on 13th January. The Seminar was presided by Dr. Shanthi Prince, Head of the Department ECE. P. Poonguzhali, Joint Director C-DAC and K. Sai Vineeth, Alumni, SRMIST were invited as Chief Guests to the ceremony.

The ceremony was hosted by Shreyans Bhargava and Joel Varghese. The Virtual Kuthuvilakku Lighting was done by the Chief Guests, HOD and the secretaries followed by Tamil Thaa Vazhthu. The Welcome address was given by Mr. Bhavay Upadhyay, Joint Secretary

Dr. Shanthi Prince, Head of the Department formally welcomed all the guests and students and congratulated the committee members and gave a brief presentation on the ECE department and its projects. She

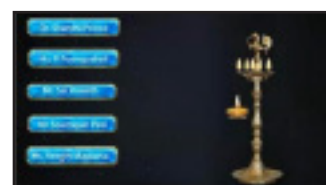
wished for the success of the association and motivated the committee members to work hard to make the association a successful one.

The Secretaries, Joint Secretaries and committee heads for the academic year 2021-22 were introduced to everyone. Keerthi Appana, Secretary explained about the ECE Association briefly which was followed by Soumayan Pani, Secretary, announcing the plan of action of the association for this semester. K. Sai Vineeth inspired the members of the association to make this association a success, and he provided many suggestions on how to run the association and make it useful for the students to help their ideas reach the world.

He shared his experience in the university as a student and he also gave a brief explanation about the current trends in the industry. He motivated everyone to actively participate in the association to benefit.

In her address, Poonguzhali congratulated everyone and gave a detailed presentation on IOT (Internet of things) and explained the current projects which are going on in the industry.

Vote of thanks was done by, Aranyak Roy, Joint Secretary, thanked the chief guests, HoD, and the faculty coordinators Dr. Jiavana, Dr. J.K. Kasthuri Bha, Dr. S. Kayalvizhi and others who contributed for making this event a success.



SRM Tech and Zonar Partner to Expand Telematics - enabled Insights to More Fleets

STAFF WRITER

SRM Tech is proud to announce its strategic alliance with Zonar, a pioneer in smart fleet management solutions. The partnership will add AI and predictive analytics capabilities to light-duty fleets' telematics, enabling actionable data analytics for improved vehicle uptime and increased aftermarket part sales. Using an AI-driven framework, SRM Tech integrations allow aftermarket part suppliers to streamline operations to better serve their customers' uptime needs while monetizing existing aftermarket parts inventories more effectively. With predictive data analysis, suppliers can now anticipate what part is needed at the right time. The integration leverages data pulled from the Zonar LD™, its light-duty telematics control unit (TCU), developed in conjunction with its parent company Continental, a leading connectivity solution provider.



The easy-to-use and plug-and-play Zonar LD transmits light-duty vehicle data and diagnostics codes, improving vehicle performance, efficiency, and security. This transmission provides the ideal point of integration for SRM Tech to capture meaningful fault data for suppliers to support their customers predictively.

"This partnership exemplifies our core philosophy, ideas@work, enabling predictive analytics

and AI to take telematics to the next level in value," added Anand Kashyap, Chief Executive Officer at SRM Tech. "We aim to help further Zonar's mission of enhancing the safety, performance, and success of its customers by transforming the delivery of innovative insights for commercial fleets around the world. By extending new services to thousands of fleets, we will be accounting for millions of vehicles, helping to ensure compliance, improve fuel and operational efficiency, and make use of predictive scheduling of parts and services with advanced IoT, artificial intelligence, and data analytics."

"Giving light-duty fleets predictive insights that identify specific needs for the best time, place, and parts for service, as opposed to an arbitrary moment in time, is extremely impactful on overall uptime and profitability. Gone are the days

of oil changes being driven by subjective metrics such as only a mileage reading, said Mike Byington, Vice President and General Manager of Aftermarket and OEM Solutions at Zonar. "By partnering with SRM Tech, we'll further enable fleets with a premium customer experience and dramatically increase uptimes with proactive notifications that allow time to act before potential breakdowns."

About SRM Tech

SRM Technologies is a product engineering, enterprise digital & cloud transformation service provider. The company specializes in helping enterprises shape their digital journey, modernize applications, enable data-driven decisions, build, and deliver intelligent embedded software solutions. Headquartered in Chennai, India, the company has dedicated delivery and regional support centers in the USA and Japan.

About Zonar

Founded in 2001, Zonar has pioneered smart fleet management solutions throughout vocational, pupil, mass transit and commercial trucking industries. Zonar's mission is to enhance the safety, performance, and success of our customers by transforming the delivery of innovative insights for commercial fleets around the world. Zonar achieves this by helping fleets of all sizes maximize the use of their assets with solutions dedicated to improving compliance, efficiency, maintenance, ridership visibility, safety, and tracking. Cloud-based services with open APIs drive Zonar's smart fleet solutions by making it easy for fleet owners and managers to stay connected to their fleets and drivers and operators to dispatch. Headquartered in Seattle and part of the Continental family, Zonar also has a Technology Development Center in downtown Seattle, a regional office in Cincinnati, and a distribution center outside Atlanta.



T.P. Ganesan memorial held at T.P. Ganesan auditorium

STAFF WRITER

On Feb. 2, 2022, with deep and heartfelt condolences, SRMIST's staff marched to one of the most iconic premises on the campus named after Dr. T. P. Ganesan, to pay their tributes and say their final goodbye to his departed soul. SRMIST's officials addressed the gathering and inaugurated the memorial with gratitude and appreciation to his long fruitful journey in the history of SRM, asserting on his role as a pillar and leader in the undeniable vital progress in the Institute since its inception. Dr. Ganesan will always be missed and his memory shall be immortalized.

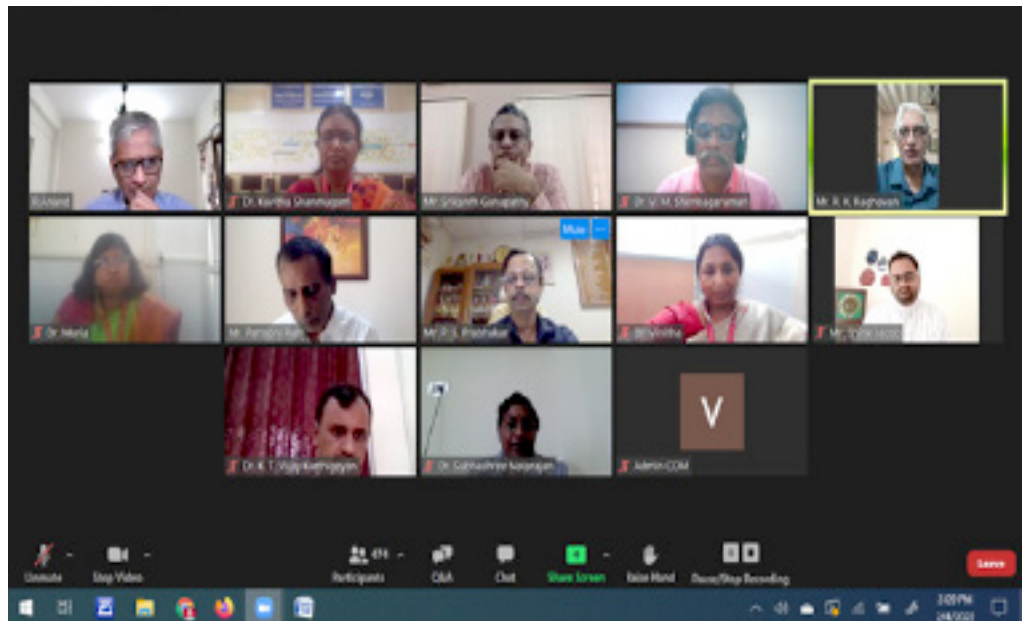
Union budget 2022: a panel discussion

STAFF WRITER

The College of Management, SRM Institute of Science and Technology, Kattankulathur campus and Triplicane Cultural Academy, Chennai together presented the Union Budget 2022 Panel Discussion on 4th of February, 2022 between 2.00 pm and 4.00 pm on virtual mode. The event was attended by 540 participants including students, faculties, research scholars and administrative staff from various universities.

The event was organized by Dr. P. Subashree Natarajan, Dean, College of Management and was coordinated by Dr. Kavitha Shanmugam, Associate Professor, Dr. K. T. Vijay Karthigeyan, Associate Professor, Dr. Maria Evelyn Jucunda M., Assistant Professor and Dr. Vinitha K., Assistant Professor, College of Management.

With the warm welcome of the Dean, College of Management, the event proceeded with the striking opening remarks of R. K. Raghavan, Former Director, CBI and President of Triplicane Cultural Academy, Chennai.



A glimpse of the event is given below:

The Moderator of the panel discussion, R. Anand, Chartered Accountant started the panel discussion with the introduction to the Union Budget 2022 and its significant features. The discussion spanned across various highlights of the budget such as, Infrastructure of Indian Railways, seven engines of Gati Shakti Plan, new tax regime of digital virtual asset, educational budget that is exceeding 1 lakh crore for the first time, Personal

tax and Corporate tax parity, the futuristic perspective of Climate and energy transitions in the Budget, to name a few. The panellists, Mr. Pattabi Ram, Chartered Accountant, Mr. P.S. Prabharakan, Chartered Accountant and Mr. Shine Jacob, Assistant Editor of Business Standard shed light on all the topics and discussed them with great detail. The panellists also discussed about the conceptual picture and the opportunity

provided by this Budget for the next five years. Srikanth Ganapathy, Chartered Accountant and Treasurer, Triplicane Cultural Academy delivered the concluding remarks for the event. Dr. K.T. Vijay Karthigeyan, Associate Professor, College of Management proposed the Vote of Thanks.

Several questions were posed by the participants of the event which were answered by the panellists in an excellent way.