

The Newspaper of SRM University

# SPECTRUM

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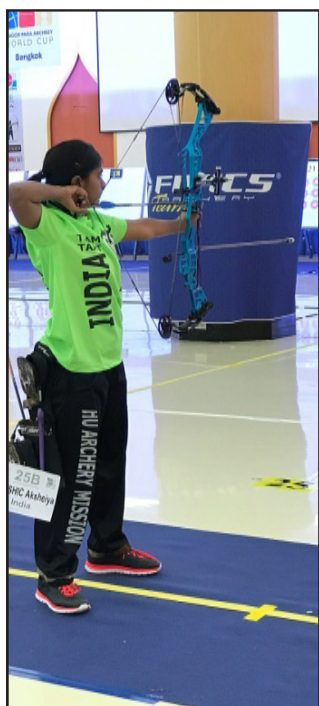
*Dr.R.P.Sathyannarayanan, President, SRM University receiving the QS Stars award;  
looking on is the Director, E&T, Dr.C.Muthamizhchelvan*



# Bull's eye right on mark

## STAFF REPORTER

S. Aksheiya Koushik of SRM University, mechanical department has been practicing archery for more than 6 years and has achieved many medals in archery. She has represented her state Tamil Nadu, in state, meet and won many medals. She also represented her county INDIA twice at indoor archery youth world championship, which is one of her greatest



achievement. In the year 2010, she participated in her 1st archery state championship and she also won silver, that was her 1st achievement in archery. She was also selected to represent Tamil Nadu at 31st sub-junior national archery championship held at Jharkhand. In the year 2011, she won 1st gold medal and 1 silver in state meet. In the year 2012 she won 5 gold medals in state level archery championship and made her district Chennai proud, and there was an article that came in Times of India newspaper "Aksheiya sparkles in archery state meet". In the year 2014, she participated in indoor archery youth world cup held at Singapore and she also won bronze medal and brought pride to her county. In the year 2015, she participated in state level championship and won 1 gold and 1 bronze. In the year 2016, she won 1 gold and 1 silver in state meet. She also got selected to represent her county among INDIA's in Indoor archery youth world cup held at Thailand. In the year 2017, Aksheiya participated in Junior national archery championship and came in INDIA top 20 in junior national archery championship ranking.



Team Hawkz Racing 3.0

## The Journey of Hawkz

### STAFF REPORTER

SAE SUPRA – The Key stone of this team was laid way back in 2014 with a motive of bringing out young and enthusiastic automobile lovers and giving them the opportunity to work on their dream to design and manufacture a formula one car. Students Formula one as an event that challenges young minds to compete as teams in designing a Formula category vehicle, there is no other event like this in the country. Team Hawks racing official Formula one racing team of SRM university Ramapuram campus comprises 25 young and energetic automobile freaks with the guidance of team coordinator K.Chandramohan,



SUPRA SAE 2017

successfully completed the entire enchanting task in SAE Supra 2017 at Buddh international circuit, Noida recently. The innovated ideas were inspired by the German and Russian experts from FSAE GERMANY. The journey was not easy as the students had to go through rough patches while working on their cars. But, the guidance and effort paid off when the Hawkz hit the road. With the new ideas and

innovations by the students and the team coordinator, the hawkz got a remarkable 4th place in innovation among the 120 colleges. Somebody said once, that hard work pays off and it really happened in this case which wouldn't have been possible without the support of SRM University as well as the Mechanical Department of Ramapuram Campus.

## Mega ATV Championship 2017 Team Terrain Rovers

### STAFF REPORTER

To exhibit our student's adventurous skills Team Terrain Rovers a batch of 30 students participated in a most challenging and treacherous national event MEGA ATV championship at Ahmednagar, Pune recently.

#### Achievements:

- The first team from SRM University, Ramapuram to clear all events in Mega ATV Championship.
- Cleared the Technical Inspection in the first attempt and the car's design was greatly appreciated for it's safety. The emergency driver exit time was only a mere 2.8 seconds.
- Successfully cleared the brake test with our car stopping in 3m which is well within the given barrier of 5m.
- Placed 14th in the Adventurous drag race.
- Secured the 11th position in the treacherous and nerve wracking flat dirt race.
- One of the few teams to complete the perilous and risky Armageddon Race.
- Successfully completed 13 laps in the strenuous endurance race that took place for a duration of 3 hours on rough and muddy terrain and placed 30th in it.
- Completed 10 laps in the night race within 2 hours in the Blackout night race and secured the 13th position.
- Placed 20th in the national level Championship.



MEGA ATV Championship 2017



# QS Stars' 4Star Rating award to SRM University

## STAFF REPORTER

SRM University has been awarded a Four Star rating by Quacquarelli Symonds ('QS'), a leading global higher education company with over 250 employees across 5 continents spanning over 25 languages. Only two universities in India can boast of this unique distinction and 50 all over the world. In addition to winning the 4-star award overall, SRM University has been awarded the maximum 5- star rating on Teaching, Employability and Inclusiveness.

QS is best known for publishing the QS World University Rankings – the world's most popular university ranking system. In addition to ranking, QS also carries out QS Stars rating which allows students to get a wider picture of an institution's qualities, looking at everything from the employability of graduates, to sports facilities and community engagement. It is designed to reflect the nuanced mission of universities and the needs of students who may be interested in things other than those to which traditional rankings are necessarily limited.

The system evaluates universities across a wide range of important performance indicators as set against pre-established international standards. By covering a broader range of criteria than any world ranking exercise, QS Stars™ shines a light on both the excellence and the diversity of the rated institution. The QS Stars audit



SRM President receiving the award



Glimpses from the Ceremony



evaluates an institution against over 50 different indicators, and awards universities between one and five + stars over eight wider fields, as well as an overall

rating. The broad parameters under which a university is audited by QS are 1. Teaching 2. Employability 3. Research 4. Internationalization 5. Facilities

6. Innovation 7. Inclusiveness and 8. Specialist program. Based on the above parameters QS awards an overall rating also. The process takes around 8-10

months once the university decides to subject itself to the rigorous audit by QS. For SRM University the process started in Dec. 2016.

## Recent trends in Biomedical Engineering

AKSHAYA RAJAN,  
NIKHIL GAUR,  
SAMADRITA SAHA

The National Conference on Recent Trends in Biomedical Engineering (NCRTBME 2017) was conducted by Department of Biomedical Engineering, SRM University recently at TP Ganesan Auditorium. The conference provided a national forum for academicians, researchers and industry professionals to deliberate on the state of the art research

findings, discuss the most recent advancements and explore the routes and directions that can be followed in the future in the emerging areas of biomedical engineering.

The event was inaugurated by Padma Shri Prof. Sankar K. Pal, eminent scientist and former director of Indian Statistical Institute, Kolkata. The keynote speakers of the conference were Dr. N. Kumaravel, Professor Eminence, Anna University; Dr. S. Raghavan, Professor, NIT,

Trichy; Shri. K. Mohanavelu, Scientist & Head Biomedical Technology, DEBL, DRDO, Bangalore; Dr. V. Raghavendra Sai, Assistant Professor, IIT Madras. The two committees, namely International Advisory Committee, and the Technical Advisory Committee conducted the two-day conference, discussing the upcoming trends and briefing the audience about research topics. The convener of the conference was Dr. U. Snehalatha, Asst Professor (Sr.G). The faculty

coordinators Dr. T. Jayanthi, Asst Professor (Sr.G) and Dr. D. Ashok Kumar, Asst Professor (Sr.G) along with the student coordinators Mr. B. Parimal Raj and Ms. S. Srividhya Lakshmi were instrumental in conducting the conference. The major topics of discussion were- Wireless body area networks, biomedical signal processing, Medical image processing, Medical Robotics, Wearable Devices, Virtual Instrumentation and many more rousing topics. A

special session on prototype model based biomedical devices was also conducted. The conference also included the release of research papers in the SCOPUS INDEXED journal. Apart from this, the presence of several research scientists from Chennai, Indore, Bhuvneshwar, Malaysia and Singapore with their willing efforts to share their knowledge was hugely appreciated by the audience. Students who attended the conference gained international exposure and had a stimulating experience, and consider this as a stepping stone for their future endeavors.





Students interact with Ms. Lauren Lovelace and Dr.V.Subbaiah Bharathi, Dean (E&T) witnesses

## Decennial celebration of B-School @ Ramapuram

### STAFF REPORTER

The story of SRM Ramapuram B-School of a decade of students, parents, faculty, staff and alumni who believed in the Zeus ideals of management education and who gave heart and voice to the founding principle of PRO BONO ET VERO ( Truth and Goodness).

From 2007, with a clear mission focus on “Forming Responsible Leaders” SRM Ramapuram B-School has sent out to the corporate world nine batches of MBA graduates. They make a difference in the institution

where they work. That difference is, they believe, a testimony to what SRM Ramapuram B-School stands for.

They wanted to celebrate the ten years of their service in Management education with an assortment of diversity with a spectacular show where a new meaning to the mission that SRM Ramapuram B-School is involved in and must make efforts to envision a future for SRM. Therefore they have decided to spend time by involving. Ms. Lauren Lovelace, who serves as Consul for Public Affairs at the U.S. Consulate General in

Chennai. She explained how Indian youth can be utilized with a quote- “India as a master of scale innovation”. Further she explained how the exposure of country differs in management with concern of resource available of talents and resources. A blow-by-blow word material of world management and happening of management was spelled.

Initially the program started with Welcome Address by Dr.R.Arulmoli, Asst Prof., further the celebration was initiated with Dr C.Sundar, Head of Department –MBA and Vice Principal (Academic) who delivered a monologue of Training methodology and vast knowledge of placement mode and forms. Further Dr.P.Sekar, Dean (Science and Humanities), enriched the value of mentor support in terms of value and education – “Failure is not the end but opportunity to get up wisely once again”. And it was carried away with Dr.V.Subbaiah Bharathi, Dean (Engineering and technology) who Enlightened the rich homogeneity into employment relationship with students opportunity. The peroration was spelled by Dr.G.Kannan, Asst.Professor, by extending gratitude to the gathering with pronounced glee. “Celebrate what you have accomplished, but raise the bar a little higher each time you succeed”

## ‘Think outside the Box’

### STAFF REPORTER

SRM Ramapuram B – School organized a guest lecture recently. The gathering started with the welcome of the invitee Mr. K.M.Balajee - Asst. Director (EI), MSME Development Institute, Chennai, who was the guest speaker of the event.

He stressed on the outside the box thinking for students to make things happen when it seems impossibly difficult for anything to happen. A person should think that he will succeed, not immediately but absolutely

and definitely. He told them that we need to take action when others hesitate, think big when others don’t, sacrifice when others won’t, dare to dream of greatness when others fear it, outwork the competition DAY and NIGHT, and visualise that you’re the captain of your fate, the master of your own soul and be the boss of your dreams to achieve the goals.

He introduced few entrepreneurs and their ideas of future action play and he discussed about the essence of business requirement of ideas.



Mr.K.M.Balajee - Asst. Director-MSME Development Institute, Chennai interacting with MBA Students



Presenting the Memento to the Chief Guest



Certificate Distribution

## SRUJAN’17

### Civil Engineering and Development

#### STAFF REPORTER

SRUJAN’ 17 was conducted recently in SRM University, Ramapuram Campus. Dr. T.Ch Madhavi, HOD Civil Engineering Department coordinated the event. The one day meet had over.whelming response with around 200 participants from different colleges. In this event four different technical competitions were conducted i.e.; Potential Professors, Paper Presentations, Poster Presentations and CADD Contest. Another five different non technical events were Sherlock Selfie, Super Over, Gamings, Football and Tug of War was conducted. The major sponsors of the event are Sathyam cinemas, Jazz cinemas, Graphics stills, Dheena pile foundation, and ultra tech. Er.K.Venkatesan, Chairman of Builders Association of India.

Southern Centre was the chief guest for the inaugural function. Dr. Subbiah Bharathi, Dean (E&T) and Dr. K.C Udaiyakumar, Vice Principal (Academic), SRM University, presided over the function. The inaugural function started with the welcome address by Dr. T.Ch Madhavi, convenor and HOD, Dept of Civil Engineering, SRM University, Ramapuram Campus. Chief guest, Er.K.Venkatesan during the inaugural address mentioned that the importance of civil engineers and Civil Engineering field and productive of quality of engineers is essential for Indian development.

The potential professor competition aims to tab the pedagogic talent among the budding engineers. Participants of this event were permitted to select a topic among the listed topics and then books and other

resources are provided using which the participant makes a lecture after half an hour of preparatory work. The best participant with good teaching talent was awarded the prize.

All prizes were distributed to students who were toppers in the academic year 2016-17 University examinations for each and every year of the department and office bearers of Association for civil Engineers & ICI students chapter. HOD/ CIVIL Distributed the prizes for event winners for Potential Professors, Paper Presentations, Poster Presentations, CADD Contest, Sherlock Selfie, Super Over, Gamings, Football and Tug of WAR paper presentation, CADD contest and Potential Professor. The prizes worth Rs.20,000 were distributed to all the winners.



# Mathematics : More than a science of Numbers

## STAFF REPORTER

Mathematics is the essential language used in the development of abstract models that helps research and development in countless other fields, including applications in Industry. Mathematics has played a very important role in building modern civilization by perfecting all Science. Mathematics is more than just the science of numbers. It has a significant role in the lives of individuals and society in general.

Mathematics enhances the ability of students to engage in abstract thinking and it also arouses their imagination. It is critical that Engineering students should learn to visualize the abstract concepts of Mathematics and learn to apply them in their respective domains. Mathematical modelling is a powerful tool in engineering education that enables its users to minimize time and cost in design process.

To understand the applications of Mathematics in Engineering; Department of Mathematics, SRM University Ramapuram campus, organized “An interdisciplinary Mathematical Modeling Competition based on Engineering Applications” for the students. More than 65 teams registered, out of which 35 selected teams participated with many innovative ideas. Nearly 150 school students from different schools of Chennai visited the project display.

Dr. Arya Kumar Bedabrata Chand, Associate Professor, Department of Mathematics, IIT Chennai and Dr. Soumen Sarkar Associate Professor, Department of Mathematics, IIT Chennai, have been the judges. While announcing the prizes, judges said that Mathematics enhances the ability of students to engage in abstract thinking and it also arouses their imagination. They mentioned that the models displayed in the competition were of high standard and advised the students to continue their efforts. They appreciated the Department for conducting the competition, thereby initiating the students to learn the applications of Mathematics in Engineering.

Dr. V. Subbiah Bharathi, Dean (E&T) Said “The successful outcome of any educational program is highly dependent on how the students learn and how effectively they can function at

the workplace after completion of their study. Integration of modelling in general and mathematical modelling in particular in engineering education provide the most suitable delivery system for engineering programs.” Vice Principal Dr. K.C.Udayakumar congratulated the Department of Mathematics for encouraging the students to think beyond curriculum.

S. Lohith Krishna, Sangeetha, Prerona Ghosh of ECE Department won the 1st Prize. Aadithya I, Coomaraswami, Mohamad Abdul, K.Dinesh Krishna of Mechanical Department and Vishal Gupta, Akshar P M, Siddharth Shankar Sharma of Mechanical Department shared the 2nd Prize. Rupendar M, Pavan Pathak, Gautham Purohit of CSE Department won the 3rd prize. Dr.Shakeela Sathish, HOD/Mathematics welcomed the gathering and J. Vilma Roseline Asst. Professor proposed the vote of thanks.

**Mathematical modelling is a powerful tool in engineering education that enables its users to minimize time and cost in design process**



Glimpses from the Competition



# Aaruush'17- Empowering Designs; Exalting Intelligence

DRISHTI PARWANDA  
ESHA DUTTA  
INDHU KRISHNAN  
SANOFAR

Aaruush, a national level techno-management fest, graced the university grounds with its XI edition recently. The enthralling, escalating, eventful four days started with an inaugural function. The chief guest for the inaugural was Retired General V.K. Singh, the honorable Union Minister of State of External Affairs. Along with him, the Pro-Vice-Chancellor, Dr. TP Ganesan, Director, E&T, Dr. C. Muthamizhchelvan, Convenor, Dr. A. Rathinam, Financial Advisor Dr VM Puniya, Director of Student Affairs and Campus Life, Prof. R. Venkatramani, Founder Chancellor, Dr. T.R. Paarivendar, Regional Passport Officer, were also present to grace the inaugural.

The event started with the lighting of holy lamp followed by the address from the assembled guests. The Secretary, Mr. Haroon Rashid gave his opening statement where he appreciated the efforts of the organizing committee members and highlighted the importance of teamwork, quoting, "No one is as strong as all of us!" The Joint Secretary, Mr. Ranshu Anandan's address followed soon after. General VK Singh further mentioned the importance of hard work and determination and said, "No one can stop you if you have the power to go on!". With this, the four-day extravaganza was officially declared open. There was also a screening of the movie 'Wonder Woman' later that night which was thoroughly enjoyed by the students.

The first day of Aaruush was fun-filled and exciting with many educational events like a guest lecture by Mr. Suneet Tuli, the co-founder of DataWind and a Make In India Conference by Mr. Debashish Mitra, an electrical engineer, and Mr. Vineet Manjrahar, a machine designer. There was also an IET Conference based on Internet of Things. Workshops like Quadcopter and Cognitive Computing using Watson by IBM were also conducted. Students from various universities came

in large numbers to be a part of the events organized by 14 domains and took part in various guest lectures organized during the fest. The first day ended with a musical night sponsored by Vh1 which had many exciting performances. The highlight of the evening was the performance by the finalists of the popular TV show, The Stage, Zarah Ross and Sarosh Nanavaty.

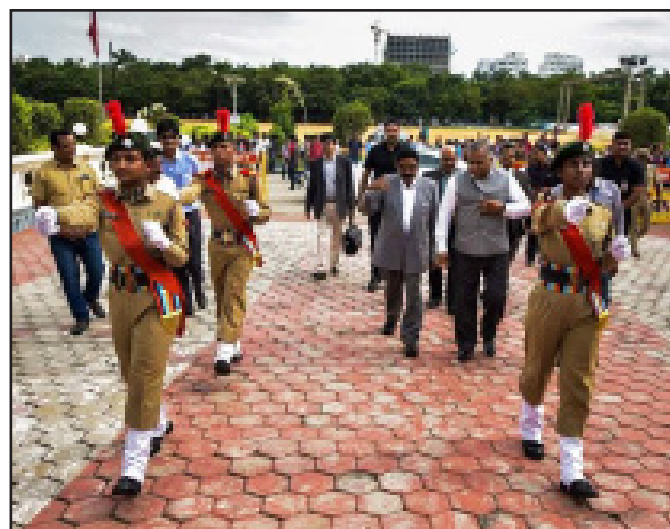
The second day of Aaruush was just as invigorating with many exciting workshops like Bike Overhauling. There were also many championships like Hackathon, Robowars and Death Drift. The second day ended with a Comedy Show by the beloved stand-up comedian, Zakir Khan.

"Obsession is the key to success" – Mira Erda, on Day 3 of Aaruush! The third day of Aaruush, was waiting with a very exciting repertoire. The 3rd round of 64 events spread across 14 domains kick-started. Mini Hall 1 hosted a guest lecture by Mira Erda, the first and the youngest Indian female to drive at the JK Euro Formula 4 Racing. "Do that which gives you happiness, no matter what others say", the 16-year-old achiever narrated her journey and imparted wise advice to the audience who were listening to her in awe. Following that, "Unconference" was held at Mini Hall 1 on the topic, "Job Security vs. Job flexibility" where eminent panelists held a discussion and answered questions raised by the enthusiastic participants. The next guest lecture featured Arjun Vajpai, the youngest Indian to climb Mt. Everest. To leave the audience inspired and intrigued, he presented "Find your Everest" programme designed to find that one challenge that every individual on this planet is destined to face. Along with this, other exciting activities like paintball and body zorbing took place on the third day. The Proshow began at T.P Ganesan Auditorium. The audience witnessed a dance performance by MJ5 dance crew and were mind blown by performances by the Illusionist, Mangesh Desai, India's first fluteboxer, Sudhir Rao, and blindfolded painter, Raghvendra Chauhan.

The Expo series that was on display on all 4 days of Aaruush XI included DSK Benelli Bike Expo, a comic expo, a 3D printer expo, a vintage camera expo which featured 80 year old cameras, a planetarium expo, an expo by Raven Aerial Technologies exhibiting RC planes, and an exhibit showcasing the tallest humanoid robot in India, Indro. 'Slingshot', an event for aspiring entrepreneurs, sponsored by Fame Technologies was held on the last 2 days of Aaruush at the Mini Hall 2, where students were given a golden opportunity to pitch their startup ideas to the guest investors and entrepreneurs. Many well-known entrepreneurs from various start-ups came to inspire the two-day event while the students with the best startup ideas were given monetary assistance for the same. In addition to Slingshot, Industrial Conclave, Unconference and Make in India Summit were huge hits amongst the crowd during the four days of the fest.

Like every year, this year also Aaruush had organized various activities in and around the campus for its promotion and for the welfare of the society as a whole. These included various initiatives like Organ Donation Campaign, Digital India Campaign, etc. Workshops on The Scribbled Stories, Hacktrack, along with technical workshops like Webench Power Tool by Texas Instruments, Bike Overhauling, etc. were also conducted. The SRM Eco-Run was organized to promote the clean and green environment. A unique Canoe Building Challenge and Aaruush Sports Championship were also organized.

Aaruush came to a glorious end with the valedictory ceremony which was held in Mini Hall 1 with Mr. Rammohan Thyagarajan as the chief guest for the evening. The students gathered in the hall, teary-eyed one last time, reminiscing the months of preparations that went into making Aaruush one of the largest student-organized tech fests. The certificates were handed out to the winners while the evening ended with the crowd being mesmerized with an entertaining concert by Shirley Setia.







Like every year, this year also Aaruush had organized various activities in and around the campus for its promotion and for the welfare of the society as a whole



Scenes from Aaruush'17



## TAPASUCON 2017

### STAFF REPORTER

SRM Medical College Hospital and Research Centre is valued for its service to the people. SRM Urology is headed by Prof. Dr. RM. Meyyappan. He has held the prestigious post of President of Urological Society of India for the year 2013-2014. Department of Urology has already received awards for the best performance department in SRM Medical College Hospital and Research centre.

It is currently conducting TAPASUCON 2017. It is a 3 day annual state level urological conference, attended by around 200 to 300 delegates from all over India. It was inaugurated by our Honorable Founder Chancellor Dr. T. R. Paarivendhar, Dr N.ChandraPrabha, (Director SRM) in a grand function at the Dr. T. P. Ganesan Auditorium.



Founder Chancellor with the delegates

## Cleanliness Campaign

### STAFF REPORTER

SRM Institute of Hotel Management is one of the top private Hotel management institutes in India, affiliated with National Council for Hotel Management & Catering Technology (NCHMCT), Ministry of Tourism, Govt. of India, empowering students with the best knowledge, skill and training in the field of hospitality for nearly two decades.

SRM Institute of Hotel Management in association with India Tourism Development Corporation-ITDC and Tamilnadu Travel Mart Society organized Cleaning Campaign in Mahabalipuram Beach (Tiger Cave) in line with Ministry of Tourism Campaign "Swachhata Hi Seva".

Former DGP Dr. R. Nataraj, I.P.S. and Shri. Shreevatsan Jay, Deputy Director General / Regional Director- South, ITDC,

Mr. Sundar, Chairman, Tamilnadu Travel Mart Society, Mr. Leo J Fernando Vice President – Hospitality, Confluence Banquet & Resort and Mr. Sethuraman, Managing Director, Grand Bay Resort inaugurated the Campaign. Director Dr. D. Antony Ashok Kumar and around 200 Students from SRM IHM and stakeholders from Tourism industry participated in the campaign.

Our students equipped with cleaning aids like brooms and hand gloves etc visited the beach side and started cleaning the littered area sending thereby message to visitors and onlookers of the novel idea of "collective efforts can avail much." It was a fulfilling experience of participating students Creating an awareness of cleanliness is the prime objective of the Swachh Bharat Abhiyan of Govt of India.



Students during the campaign

## UBERTECH 2K17

### A National Level Technical Symposium

### STAFF REPORTER

SRM University, Vadapalani organized National level symposium – UBERTECH 2017 through the department of Computer Science and Engineering. The inaugural function started off in a grand note.

The symposium was inaugurated by Dr. N Rajendran, Director (International Affairs), Anna University as Chief Guest and Dr Anand Lakshmanan, Country Head, BSS Service Readiness and Planning, ERICSSON was the Guest of Honour.

The symposium kicked off with its inaugural function, releasing its yearly department magazine, Speicher '17. The symposium hosted about 500 students from India. The events like Paper Presentation, ethical hacking workshop and Android Workshop were most highlighted.

Other workshops included, Full Stack Web Development, Hardware and Networking workshop and also included coding, tech quizzes and various other gaming and fun events for the students.

Overall, the symposium is probably the best place for students from all departments to experience the best of tech life. The symposium was convened by Dr.S.Prasanna Devi, HOD, CSE and was presided by the Dean (E&T), Dr.K.Duraivelu.

Students from around 50+

colleges participated in the 2 day symposium and the winners of the various events were

given certificate of merit by Dr.R.Jeyavel, Director (Research), Anna University, Chennai.



Releasing the souvenir



Dr.R.Jeyavel distributing certificates to the prize winners.



# Game Development Workshop by Unity

## STAFF REPORTER

Department of CSE, SRM University City campus organized an one day game development workshop recently. The resource person Mr.Arvind Neelakantan and Mr.Madhur Gupta from Unity Technology (<https://unity3d.com/>), conducted the sessions in NS Lab II floor, SRM University Vadapalani Campus.

The workshop gave an introduction about the Unity game engine and how to code the game engine. Mr. Arvind gave a presentation about various

game development process using Unity. The target audience for the workshop was selected students from CSE II, III and IV year. At the end of the workshop our students developed a game named as “VIKING QUEST” under the guidance of Mr.Arvind and Mr.Madhur Gupta.

The Workshop was convened by Dr.S.Prasanna Devi HOD/ CSE and faculty coordinator Mr.S.Aravinda Krishnan AP (OG)/CSE along with student coordinators Khagendra Kumar, Harsh Agarwal, Harshit Soni, Shreyas Keelary of III year CSE.



Dr. J. Sadakkadulla, (Rtd. Regional Director, Reserve Bank of India) addressing the I MBA students

# Case studies are important

## STAFF REPORTER

SRM-B School organised a guest lecture for MBA students recently. Dr. J. Sadakkadulla, (Rtd. Regional Director, Reserve Bank of India), chief guest of the day delivered the inaugural address. Dr.T.S.Sridhar-Director General, Dr.V.Subbiah Bharathi -Dean (E&T), Dr.P.Sekar-Dean (S&H), Dr.C.Sundar-HOD-MBA & Vice Principal (Academic-S&H) welcomed the guest speaker.

Dr.J.Sadakkadulla, started his speech by quoting Dr. APJ Abdul Kalam and the Beauty of India. His experience in RBI, Hult school among management, Boston was shared to the students.

He highlighted the importance of Case studies in MBA and emphasized the significance of new innovations by the students. He also stressed on the importance of change & Time Management and ended with brief note on Financial

Certification and internship programs in RBI. The lecture was very useful and informative to the students. It was a learning and interactive session where he answered all the queries put by the students to their full satisfaction.



Mr. Aravind Neelakandan from Unity - conducting the Game development workshop



Dr. T.S. Sridhar, Director-General, honouring the chief guest

# Visit to the American Library

## STAFF REPORTER

The MBA II year students visited the American Library recently. The American Library located in the U.S. Consulate General in Chennai was established in 1947 and it plays a special role in the relationship of the people of the United States and South India.

After the usual security check, the students were directed to the Center (formerly known as the American Library). There was a formal introduction of the Centre by Mrs. Shanthi Mohan, Education USA Coordinator which was followed by a brief explanation on the various higher study options for Management graduates and how to go about with the choice of the university, financing options, filling of the application forms, Visa etc. They also provided us with information on the scholarship

programs that can be sought by eligible candidates. The talk motivated students to make use of these opportunities to take up higher studies in some of the prestigious Universities in America.

The students had a great experience in watching the movie “Steve Jobs: One Last Thing” which instilled in them great confidence to take up entrepreneurial ventures and also taught them stay committed to their goals. A small discussion which followed the movie helped the students to come out with their feelings and contributed in better understanding. This was coordinated by Mr. Premji, Librarian of the center.

The various online databases that the Library had were enumerated by Mrs. Usha, Outreach Librarian of the center. The American Center has more

than 15,000 books, a number of magazines and also English movies. In addition to their collections in the social sciences, business, management, and American literature, the Center also provides information on the United States, its democratic institutions, history, and politics. The various online databases and portals included the ABI Inform, ProQuest, eLibraryUSA, etc., were all demonstrated for easy understanding. The details on membership, visiting hours were also informed.

Then there was a quick look into the vast collection of fiction, management, social sciences and all other books that were available. On the whole, it was truly an exciting and informative experience at the American Library, now called the Center. Dr.S.Kesavan, HOD, co-ordinated this visit to the Center.

# Image Processing Workshop

## STAFF REPORTER

The 1st National workshop on “Image Processing using openCV (IPOCV ’17)” was conducted recently by the ECE Department. The stage was shared by respected Dean (E&T), VP (Academic), Mrs. Revathi HOD (ECE), Convener Mrs. Ramani (A.P (S.I.G) / ECE)), Co-ordinator Mrs. G. Priya (A.P (Sr.G)/ECE)), Chief guest Dr. G. Sai Saravanan- Scientist. G. DRDO, Hyderabad and

Resource Person, Dr. Sathiesh Kumar, MIT, Chennai. The Chief guest gave the inaugural speech on recent trends in Microwave Monolithic Integrated Circuits which left the audience spellbound. The inaugural function was followed by theory and hands on experience in Image Processing Using Open CV. This session is based on Image Processing with Python. We received the participants (Research Scholar, Staff and Students) from various Colleges.



Inaugural Speech by Chief Guest, Dr. G. Sai Saravanan, Scientist-G, DRDO, Hyderabad





Researchers at AOSS-3

## AOSS-3: The Heisenberg Accords

MADHAV MANOHAR  
SANOFAR

The 3rd Asia - Oceania Sonochemical Society conference 2017 (AOSS-3) was held at SRM University, Kattankulathur, Chennai recently. The conference was organized by the SRM Research Institute in association with the Asia-Oceania Sonochemical Society of Australia. The main goal of the AOSS-3 conference was to provide insight on the recent developments as well as future prospects of ultrasonics and sonochemistry research.

The chief guest of the inaugural function, Dr. R. Brakaspathy, Scientific Advisor from SERB, Department of Science &

Technology (DST) New Delhi, talked about new visions and advancements in the various technological fields and their promising future. Prof. M. Ashokkumar, President, AOSS and Dean, International Relations, Univ. of Melbourne, Australia gave an insight about the broad definition of sonochemistry and its applications. Scientist T.J. Mason further conveyed that the aspirations for sonochemical processing include faster reactions, better conversions and new products. Prof. Jean Yves Hihn from CNRS, France discussed the breaking down of sound to light to optimize sonochemical and sonoelectrochemical reactions. Similarly, Prof. A.B Pandit from Institute of Chemical Technology, Mumbai gave a lecture on the

approaches for the industrial implementation of cavitation reactors. The response from scientific community across the globe from a wider field of research was seen in the conference as scientists from different parts of the world converged to showcase their research and discoveries on relevant topics and issues. Around 45 international researchers from 12 different countries (France, Japan, Australia, New Zealand, South Korea, Israel, Brazil, Italy, Russia, UK, Malaysia) shared their research in sonochemistry and related areas.

After careful and close considerations, awards were distributed to the most deserving candidates. The conference concluded after several fruitful scientific discussions, collaborative initiatives amongst the researchers, and the creation of future opportunities for joint research proposals.

## Are you smarter than a 5th grader?

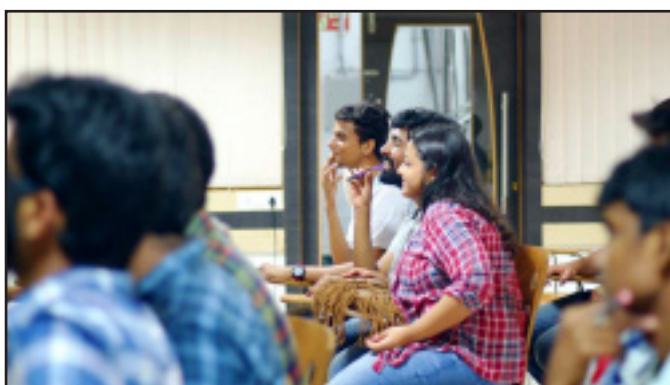
TAVISHI PRIYAM

The SRM Quiz Association conducted its very first quiz ever since its inception recently in the ECE Seminar Hall, Tech Park. For all the people who spend a countless number of hours on the internet remembering random facts, this quiz was the place to be.

A total of 30 teams participated in the prelims, with a maximum of 3 people per team. The Quiz

Master, Siddhanth Rao, an alumnus of SRM University, was exceptionally good at his job as he not only conducted the quiz smoothly but also made sure to break the monotony by giving out fascinating facts after each question was asked. After the prelims, eight teams progressed into the final round which was held in the format of 'Pounce and Bounce'. The questions covered almost every field of human interest, ranging from Bollywood movies to even

cosmetic brands. Apart from the finalists, audience members were also given opportunities to answer the questions and win a few chocolates. Spirits were high the entire time and the organizers could be seen enjoying as much as the participants and the audience. After several brutal rounds, Varoon Kannan and Ananthanarayanan emerged as the winners of the quiz. Alankrith Krishnan, second runner-up, when asked about his experience said, "Attending the first stimulating and well-organized quiz in SRM was truly a delight. Kudos to the SRM Quiz Association for the wonderful time, and I'm hoping more quizzes like this one are conducted in the future". With a promise of themed quizzes every weekend, the SRM Quiz Association celebrated the end of their very first successful event and left everybody longing for more.



Participants of the quiz pondering over an interesting question

## \$25 Million Video Game Tournament

SOURAV KARMAKAR

History was made at the Key Arena, Seattle where Team Liquid won The International 2017, a Dota 2 tournament with a prize pool of nearly \$25 million, the highest prize ever for a video game event. The gamers of Team Liquid: Amer 'Miracle-' Al-Barkawi, Kuro Salehi 'KuroKy' Takhasomi, Ivan Borislavov 'MinD\_ContRoL' Ivanon, Maroun 'GH' Merhej and Lasse 'MATUMBAMAN' Urpalainen earned a whopping \$11 million upon winning the finals against Team Newbee from China.

Dota 2, world's most played online game is a five versus five MOBA (Multiplayer Online Battle Arena) game where players choose their 'hero' and fight to defend the team's 'Ancient' with the objective of destroying opponent's 'Ancient'.

The International is an annual tournament hosted by Valve Corporation in Seattle, USA wherein eighteen teams from all over the world compete over the course of five days to win the prestigious 'Aegis of Champions'. The International is also popular among the fans for cosplay competitions, short films about the game and a chance to meet their favorite Dota player. Gaming companies also take this opportunity to unveil their latest games and gaming technologies. This year's edition saw the launch of Artifact by Valve, a card game on Dota 2, and a stunning display of research in neural network and artificial intelligence by OpenAI, a team of researchers

who created a bot which plays 1v1 Dota matches.

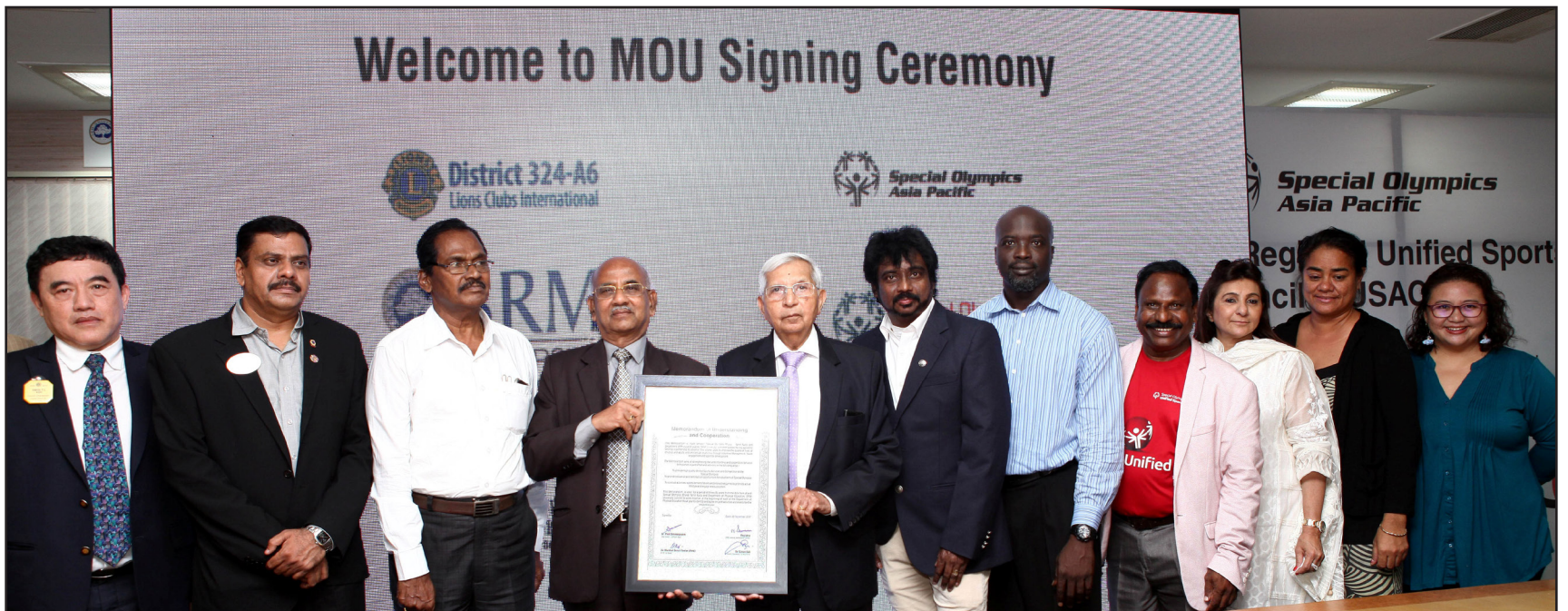
The e-sports industry has grown exponentially in the last decade. The International 2017 had a viewership of more than 1 million. However, the life of an e-sport athlete is immensely demanding and stressful. The players practice playing Dota for 6 to 18 hours every day, and tournaments like The International splendidly showcase the talent and hard work of the players. KuroKy, the captain of Team Liquid beautifully summarized emotions of all Dota fans and players, "The International is what we all play for. Every Dota player, no matter where they are in their career, dreams of winning this tournament."

**"The life of an e-sport athlete is immensely demanding and stressful"**



Team Liquid with the Aegis of Champions at The International 2017.





Registrar, SRM University at the MoU signing ceremony

## Special Olympics Asia Pacific and SRM

### STAFF REPORTER

Special Olympics Asia Pacific and the Special Olympics Bharat Tamil Nadu in association with SRM University conducted our 2nd RUSAC (Regional Unified Sports Advisory Council) Meeting recently at Tech Park, SRM University Campus, Kattankulathur, TN, India. Special Olympics international representatives from Washington DC, USA and from more than 8

countries from Asia Pacific Region and the Leaders from Special Olympics Bharat – Tamil Nadu had confirmed their participation in this conference. Towards commemorating this meeting a Special Olympics Unified Cricket Competition in partnership with Lions International Dist. 324A6 and Leos at SRM University Cricket Grounds. We are also happy to host the 1st Special Olympics International cricket sports Resource Team Meeting

at Tech Park SRM University Campus. During our RUSAC meeting, we will be signing an MOU (Memorandum of Understanding) with SRM University, Lions International District 324 A6, Lions Club of Mount City, Montfort Community Development Society, Rotary Club of United Chennai, Planet 3 Sports and Focuz Sports Academy. Mr.Kariyappa Kumar – Special Athlete, Prof N.Sethuraman, Registrar – SRM University,

Christian – Special Olympics International, Washington DC, USA, Kester Edward – Special Olympics International, Washington DC, USA, Simon Koh Director – OD Special Olympics Asia Pacific, Dr.M.S.Nagarajan – Senior Manager Sports – Special Olympics Asia Pacific, Air Marshal Denzil Keelor – CEO, Special Olympics Bharat (India), Victor R Vaz – National Sports Director, Special Olympics Bharat (India), Dr.Paul

Devasagayam – Area Director, Special Olympics Bharat – Tamil Nadu, M.S.Arumugam – President, Lions Club of Chennai Mount City, R.Elumalai – Zone Chairman Lions District 324 A6, Bro. Mathew – Montfort Community Development Society, Dilip Raj – President, Rotary Club of United Chennai, Chandramouli – Director, Planet 3 Sports, Ganesh Singh – Founder Director, Focuz Sports Academy.

## World Tourism Day'17 @ SRM IHM

### STAFF REPORTER

SRM Institute of Hotel Management established in the year 1993 is a part of the premier educational SRM group. It has been offering quality hospitality education and training for more than two decades. SRM IHM believes in the holistic growth of a student, thereby focusing on all the aspects which in turn mould a student to become a competent professional. SRM IHM at Chennai, Trichy, Modhi Nagar, Delhi are perhaps only one of their kind among all the hotel management institutions that could boast of a fully operational deluxe star hotels attached.

As a part of celebrating the WORLD TOURISM DAY 2017 various events were merged in context with SWACHHATA HI SEVA, wherein during the entire week from 18th September to 23rd September our students were motivated and encouraged in maintaining the surroundings

clean and they took a bold step forward in bringing an awareness to the students, tourists and every individual by cleaning Government High School of Rathnamangalam as a group of 100 students along with few faculties. Through this act they made every student of that school to realize the importance of cleanliness.

On 19th September cleaning up of Government High school, Potheri and on the following day the 20th of September was the cleaning of our university campus. On 21st of September the Thursday our students took the initiative of cleaning Potheri Lake which adds charm and luster to the SRM University.

Our college also had the privilege of cleaning in and around TIGER CAVES area, Mamallapuram as a group of 200 students and a simultaneous cleaning campaign was carried out with Banners, Standees

in and around that area to create awareness amongst the tourists and general public on the importance of cleanliness.

The final day around 150 students brought out the splendid act of cleaning the roads of Chengalpatt demonstrating and highlighting the necessity of fulfilling the importance of SWACHHATA HI SEVA.

SRM Institute of Hotel Management is really proud to arm the title of TORCH BEARER INSTITUTION OF INDIA TOURISM FOR THE YEAR 2017 one among

top 5 colleges. These activities progressed and bloomed into a whole day celebration of WORLD TOURISM DAY on 25th of September wherein students of different colleges participated in the Paper Presentation and esteemed hoteliers and great academicians participated in the Panel discussion on the topic “Emerging Trends In Tourism Related to Work Culture” followed with a Theme lunch on GASTRONOMIC TOURISM.

The afternoon of that day was a fabulous time of the finale of the event wherein we had the

chief guest Shri Shreevats Sanjay Regional Director of South, India Tourism Development Corporation, addressing the audience along with the Guests Of Honour Ms. Mary Joseph, Training Manager, Courtyard Marriott, Chennai, Mr. Raja Mohan principal & Secretary of IHM, Tharamani. We also had the privilege of having Rtn. G. Olivannan, past district governor and the CEO Of Emerald Publications. Mr. Bijay Thakur, the HR Head, of The Leela Palace, Chennai also addressed the audience.

The brochure on SWACHHATA HI SEVA was released by Shri Shreevats Sanjay, Regional director of south, ITDC and Dr.D.Antony Ashokkumar Director SRM IHM received them and distributed to all our guests.

Certificates were issued to those who took part in the paper presentation and to the winners of poster competition and the event came to a conclusion with the felicitation to the chief guests.



Dignitaries releasing the brochure





# Blue Whale Game : A Game Not To Be Played

BHAVYA MISHRA

Philipp Budeikin, a former psychology student from Russia invented a “game”. A game that has claimed the lives of many teenagers in the recent past. This widespread phenomenon called the Blue Whale Game involves a group of curators giving a participant, number of tasks for a period of 50 days. The challenge comes to an end when the participant commits suicide and ends his life. The 21-year-old, Philipp thinks his victims are ‘biological waste’. He told Russian police that they were ‘happy to die’ as he was ‘cleaning society’. This ruthless game targets the so-called weak and impressionable teenagers who are finding their way in the maze called life.

Remember Daenerys Targaryen, the lead protagonist from the show, Game of Thrones? She spent her entire life in foreign lands and was sold like a broodmare. She was chained, betrayed and defiled. But throughout all these years, you know what kept her going. Faith. Not in Gods, myths or legends but in herself. Remember how we all thought the movie Queen was about this naïve girl, whose only ambition was to get married but turned out to be a story of a strong, independent woman, ready to face whatever is thrown in her path with a smile.

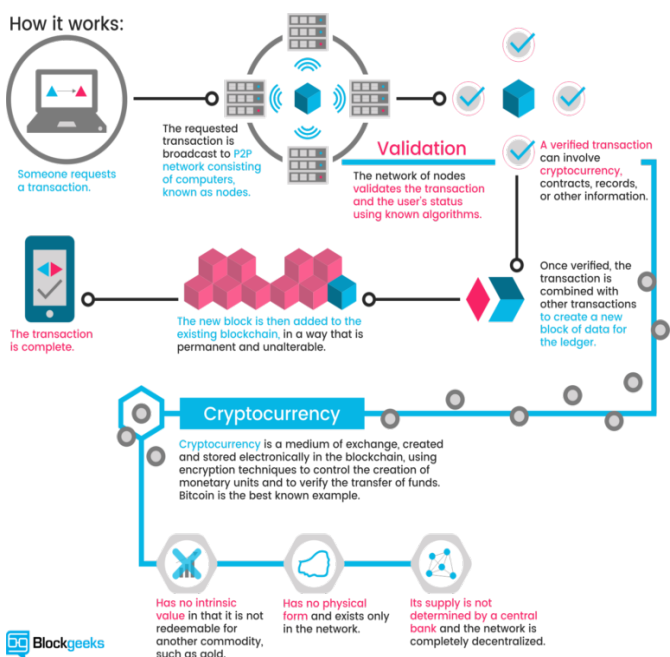
Don’t ever choose a wrong person to lean on, but never assume you don’t need to lean on someone. Life teaches you a lot of things, but the most important ones, are to adapt and learn. The person who stands like a wall in the battle shatters, but the one who bends like a reed always survives. Life is the biggest battle you will ever face, lean on your friends and family and onto ones who care about you. Stop being the supporting actor in the play of your life, pick yourself up, take the lead and make this stay, worthwhile. Look at life, look into its eyes and say, “I am not a quitter”, and live life, king size.

# Cryptocurrency - Money of the Future

BHAVYA MISHRA

India is advancing towards a cashless economy and almost all of us have a bank account which helps us to transfer money in a lot of different ways like internet banking, UPI system, etc. But what if, there was a possibility to cut the middle man out (i.e., banks) entirely to perform transactions online? Enter cryptocurrency, the decentralized way of handling money online. No banks, no government, no country, no laws and no taxes. The free exchange of money without having to worry about converting one type of currency to the other.

The most popular variant of this system is Bitcoin, which was first introduced to conduct financial transactions only over the dark web. It is mined through a complex computer encryption which requires high computational power. To prevent abuse by monopolizing the system, the maximum number of bitcoins that can be mined is capped around 21 million and 16 million bitcoins are already in circulation. In developing countries like India, there is a lack of awareness about the existence of cryptocurrencies



Cryptocurrency Architecture

but the situation is improving as more and more people are getting familiar with this concept.

Satoshi Nakamoto, the real brain behind Bitcoin, invented it as a side product in his pursuit to build digital cash.

Initially, the cost of a Bitcoin was almost negligible, but now, one Bitcoin equals approximately 3 lakh rupees. Other than Bitcoin, Ethereum and Neo are the other

variants of cryptocurrency. These currencies are the blueprints for the digital currencies in the market and are used for all kinds of transactions in the world. The most notable one is the alleged settlement of the agreement between the US and the Iraqi government through the use of Ethereum coins. So what are you waiting for? Go ahead and dive into the digital world of economy.

# One Idea, Multiple Solutions, Infinite Possibilities

SYED ABSAR HUSSAIN

SRM Indian Energy Conference is a platform that is fully dedicated towards discussing, debating and analysing various aspects of energy across the world. Set in the Model United Nations (MUN) model, SRM IEC aims at providing a chance to the student community to represent countries, organisations or individuals at a conference simulating international and national level discussions and in turn work on crucial issues and solutions involving energy and its relevant sectors.

This was the second edition of the Indian Energy Conference at SRM University, the first edition took place last year in 2016 and much like the first edition, the second one too was a great success. Students came in from various colleges across Chennai. A total of 140 delegates and 10 international Press members participated in the IEC 2017 and all the participants

received certificates. The Chief Guest was Mrs Manglam Bala Subramaniam (co-founder and Managing Director at Exnora Green Pammal).

There were 5 committees in the IEC. The committees with their agendas were The committee for Energy protocols: Subsidized cost for Green energy. The committee for persistent past: The Kuwait oil spill .The committee for environment security: The Paris agreement. The futuristic Committee: The fourth Industrial Revolution. Indian Council for Energy Development: Modernisation

of India’s energy sector.

Draft solutions and press releases were submitted at the end of the conference by each committee. A workshop was also conducted before the event which was free of cost. The workshop was conducted in the Bio Tech Seminar Hall. IEC also had a special event, The Gala Night which was organised at the Bio Tech Seminar Hall. The official broadcasting partner for the event was SRMpedia. There were prizes of ₹ 3000 and ₹ 2000 respectively for the Best delegation and high commendation.



Committee in session at The IEC SRM 2107