

The campus newspaper of SRM University

# SPECTRUM

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By Deepak Pinninty  
and Siddharth Panicker

## Milan'10 Hits The Road

Energy levels soared high, the enthusiasm was contagious, and the environment vibrant, as a mighty start was given to Milan'10, this year's edition of our annual cultural festival.

Milan'10 kicked off with a well-organised inauguration ceremony. All in the packed auditorium rose to their feet as actor and DMDK leader "Captain" Vijayakanth, chief guest for the show, entered. Shrieks of awe echoed around as students cheered for the popular figure.

The ceremony began with a prayer, after which the dignitaries on stage were introduced. The registrar, Mr. Sethuraman, was then invited to speak. He spoke of Milan and Mr. Vijayakanth, also mentioning some of the movies he has acted in.

This was followed by an address by our chancellor, Thiru.T.R.Pachamuthu. He warmly welcomed Mr.Vijayakanth. He also encouraged students to participate in all events with zeal, and said that the effort counted more than winning or losing. "Success and failure," he said, "are a part of life."

An impatient audience shouted and waved, waiting to be addressed by Mr. Vijayakanth himself. He started with "Can you hear me?" The crowd responded with a loud affirmation.



*Inaugurating Milan'10 - The Chief Guest flanked by the Chancellor and the Pro-Chancellor. Also seen in the picture are the Registrar and the Director, Faculty of Science and Humanities.*

Speaking on a wide range of topics, with the booming voice he is well known for, Mr.

Vijayakanth inspired students to work hard, and discussed the importance of the three



*A peep into a different culture—Students from Nigeria in the Faculty of Science and Humanities performing*

**Annual  
Cultural  
fest gets  
under way**

Es—Employment, Education and Entertainment. He also urged the student body to develop a keen interest in learning other languages as language and soft skills were important in today's job scenario.

Mr. Vijayakanth is well known for his illustrious career in films, including flicks like Ramana, Vanchinathan and Chinnagounder. He has also floated a political party, DMDK, and is now a major political figure.

"Captain" Vijayakanth, as he is known, was presented a bouquet and a shawl by our chancellor. He humbly accepted the honour. The dignitaries then took their seats among the audience.

What followed was a wondrous classical dance performance by Anushree, and Shweta and Divya. The talented trio kept the audience mesmerized, as they brought to the fore a delightful taste of our tradition.

No less endearing was the performance that followed—a dance by our fellow students, who have come from Nigeria. They allowed us a peep into the African culture by dancing and hip-hopping, handkerchiefs in hand, to African music.

The audience had a great time, responding aptly to speeches, appreciating the classical performance, and jiving to good African music. This added to the charm of the event.

The excellence with which the ceremony took place had a greater meaning. It was a promise that Milan'10 holds much more in store. It took up expectations to a higher notch.





# Glimpse of Day One.....



## Milan'10 Wings of Fire



**By Deepak Pinninty and Siddharth Panicker**

Defying all preconceived notions, Sunil Kumar was the epitome of rock solid determination. Tapping his feet rhythmically to a range of beats, leaving the audience mesmerised and craving for more, it was hard to imagine that he was deprived of the most essential gift of God—his hands.

Sunil Kumar reflected the face of Butterflies'10, which was held as a prelude to SRM University's annual cultural extravaganza, Milan. 'Butterflies' is an annual initiative undertaken by SRM University to provide a platform to all the underprivileged and the deserving students from in and around Kancheepuram district. It is also a means to inspire school students to excel in the field they are good at.

The day began with students participating in various sporting events like running race, sack race and relay. The zeal and infinite enthusiasm shown by the students would have put many an athlete to shame. Parallel to that, a free eye camp by Prabha Engineers was organised for school children. The latter half of the day saw some amazing performances by the students of 22 schools participating in Butterflies. These 600 odd students were the cynosure of everyone's eyes, as they performed one scintillating feat after another. Stealing the show was a student who could recite any verse from the Thirukural, on mere demand.

The dances were followed by a short show of two plays. Both these

plays were a heart-rending show about the realities of life, and they both carried home a strong message.

Veteran danseuse and actress Sudha Chandran graced the occasion with her presence. Awed by the praiseworthy performances, she was at a loss for words when she took the dais. "Failures are the stepping stones of life," she said. She praised SRM for bridging the gap between the privileged and the not so privileged.

Chancellor, Thiru.T.R. Pachamuthu, praised the immense enthusiasm of the students. He advised them to work hard, study well and not get discouraged by economic constraints. He talked of the various scholarships amounting to Rs.10 crores that the University distributes every year.

The evening saw a novel and an excellent attempt at creating and displaying the wonderful patterns of life by mere colours. This activity included all the 600 odd students leaving their hand imprints in the form of butterflies on a record-breaking 100 metre long cloth. The butterfly imprint was given a fine start by Ms.Chandran. The result was a visual treat.

The sparkle in the eyes, the wide stretched smiles and the palpable enthusiasm in students was the motive behind this event, and the success was evident. The auditorium reverberated with cheers of joy and encouragement, all coming from the audience. Seldom do we come across such powerful sentiments made by young artistes.

SRM promises to deliver much more.



# Placements on in full swing at SRM

“Companies are looking for a host of virtues in their job applicants, focusing primarily on analytical, communicative and technical aspects in students.”



By Menorca Chaturvedi,  
Abhishek Panikar and  
Siddharth Panicker

Marking the beginning of their professional lives, over 1400 aspirants registered for campus placements this season.

After a long hiatus, placements have begun, marking a fresh start in SRM.

Months of preparation finally bore fruit, as students left behind fears of recession and unemployment, putting their skills to the test. With a considerable number of companies selecting their recruits, and more on their way, options look bright for students graduating from our campus.

Companies are looking for a host of virtues in their job

applicants, focusing primarily on analytical, communicative and technical aspects in students. A conspicuous variation in the Aptitude tests is evident, based on the outlook of the companies. While Tata Consultancy Services tested students on quantitative aptitude, Wipro chose to delve also into the verbal and technical sections.

Mahindra & Mahindra, a core mechanical company, kicked off the recruitment season for SRM, taking six students; Sobha Developers recruited a student from the department of Civil Engineering; and Vedanta took twenty students in all, spread across the departments of Mechanical, Electrical, Chemical and Civil Engineering.

Among the IT giants, TCS

was the first to arrive, with its placements open to students from all disciplines. Students who secured a minimum of 60% marks in their 10th, 12th and their undergraduate courses, having no standing arrears, were considered eligible. Not more than two years' gap in studies was considered. The aptitude test consisted of questions pertaining to Mensuration and Probability. Short-listed students underwent lengthy interviews comprising technical and general questions. After a hectic 2-day session, 383 students were selected.

Wipro, on the other hand, showed leniency, allowing students securing 50% and above in their 10th and 12th, to appear for the aptitude test, all other criteria

remaining the same as those of TCS. Wipro had a different perspective towards their aptitude test. Questions were asked ranging from the quantitative to the verbal and technical sections as well. 629 students qualified this test. Students were short-listed for a technical interview, and subsequently for a final Human Resource interview.

Defining the skills of a potential recruit, Ms. Aarthi Krishnaswami, Regional Campus Manager, Wipro, remarked “Good communication and strong analytical skills are the most essential pre-requisites for a candidate entering the corporate environment,” adding “Basic technical knowledge related to your field of study is tested during the interview itself.”

Asked about Wipro's experience in SRM, she remarked, “The knowledge of students is at par with those of other colleges of repute. However, in some areas, there is scope for improvement.” Asked about the legal aspects of work, she said that a 15-month bond is to be signed by the recruit on the day of joining.

Annual salary packages offered by companies have been promising and consistent. Packages range from 2.75 to 3.5 lakhs per annum, depending on the performance during the initial 3-month training period.

With HCL, Zensar, Photon and other core companies joining the league, SRM seems closer to fulfilling its target of getting all its students placed.

## Campus to Corporate

By A Staff writer

A conversational forum for the MBA students of SRM-B, Vadapalani took place recently with an insight “LEARN TO MANAGE YOURSELF”. Mr. Davidson. D., Senior Vice-President, HCL Technologies was the special invitee for the occasion. He completed his graduation from IIT, Madras in Aeronautical Engineering.

He briefed about ‘How to grow up in the Organisational ladder and become an efficient individual for the Organisation. ‘He explained about the various Business etiquettes like the Dress codes, where he Quoted that “God made men and women but clothes made them Gentlemen and ladies” .He then said about the Corporate formals and casuals. He also stressed on the Personal hygiene.

He also gave an idea about the various other etiquettes like Communication skills Handshakes, E-mail etiquettes, telephone and mobile conversations. He put forth an survey which showed that an effective Communication involves only 7% of spoken words, 38% of voice tone & 55% Body language.

He insisted on the professional hygiene which included Punctuality, Eating style, Friendly Behaviour with the fellowmates, caring Environment and many more.. He also insisted on using “PLEASE” and “THANK YOU” on telephones and wherever needed.

His speech was informative and guided us about how to behave in a corporate, expectations of corporate from individuals and how to become efficient manager. Finally the session ended with a short Questionnaire and a Vote of thanks. Special thanks to the Head Of the Department Mr.T.P. Nagesh and the Faculty whose support made this occasion possible.

## Coaching Classes in the Campus

By Aparna and Shreya

In earlier days, graduation after schooling was for the selected few who could afford it to make it to the top while the others felt lucky with what they had. Nowadays with the growing competition, even a basic degree does not seem to be enough.

Where postgraduation has become a trend, so has the coaching classes for

the various competitive examinations. Today, students can opt for a specialisation of their own interest the only problem being the competition. With the hectic college schedule, there is little time to prepare for these exams.

With a view to encouraging students, SRM University has invited the top coaching classes of the city to conduct classes with flexible timings in the campus. T.I.M.E, of the best CAT (Common Admis-

sions Tests) coaching centres in the country, has been providing guidance to our students since last year. “Their course structure and the excellent faculty fine tune our skills,” says Jayita, a 3rd year student of Biotechnology.

Career Launchers, on the other hand, has a weekend batch of about 25 students and will be starting a new batch soon. “Career Launcher (CL) is fun. We look forward to the classes,” remarked

Ritika Agarwal, third year TCE student who has been attending the classes since last semester. CL provides unlimited online tests for its students. As for the fee structure, both T.I.M.E and CL conduct scholarship tests and those who come out on the top get a waiver of upto 90 percent.

As a whole this arrangement encourages and helps the students in pursuing their postgraduate degrees.

## SRM at Copenhagen

# Youth used less in India, says ECE student

Ram Nitesh brings accolades to SRM by attending Copenhagen talks

By Trisha Anand

Criticizing the Indian authorities for not making the nation's youth stakeholders in their attempts to arrest climate change, SRM University's engineering student Jalduram Nitesh said, "Youth in our country have become useless as they are being used less."

Nitesh, an Electronics and Communication Engineering student of SRM, brought accolades to the University when he attended the UN Climate Change Conference at Copenhagen in Denmark in December 2009 as part of the 46-member Indian delegation headed by the Prime Minister, Dr. Manmohan Singh.

At Copenhagen, he at-

tended discussions on Policy making in sustainable technologies that were part of the deliberations of the Youth and United Nations Global Alliance (YUNGA). "Though the Copenhagen talks ended on an unsatisfactory note, the important development was the enthusiastic participation of youth from across the world. "The Indian delega-

tion had six youngsters and I was one of them," Nitesh said.

He considers YUNGA as a platform to network and meet inspiring and influential people. Ram Nitesh fondly remembers his brief meeting with the President of US, Mr. Barak Obama who joined his hands into a "NAMASTEY" instead of shaking hands! Nitesh thus concludes by saying "Every other country of the world respects our culture, we must respect our culture of treating nature as mother and conserve it religiously".

Ram Nitesh Jalduram believes it is the eleventh hour situation and any chance to retrace the climatic changes will soon get out of our hands. He is involved with many eco-friendly organizations

like eLAWN, Eco Youth, Indian Youth Climate Network, Bhumi etc. He also informs that according to the HM [UK] Govt., for every 2-4 °C rise in temperature at the Equator, a 16-18°C rise will be seen at the poles. India may suffer 40% decrease in production of maize and rice apart from the obvious dangers of floods, famines etc. due to these severe climatic changes.

Nitesh sees it not as a crisis but as a prospect to look for new technologies. He emphasizes that the huge career opportunities in this field are bound to wane rapidly as the competition increases. It's the time for the aspiring engineers to grab this chance with expected social responsibility. Contacts can be made with the talented and budding environmentalist at niteshjet@gmail.com.

## Practicing with a Beagle Board

By a Staff Writer

The Department of Electronics and Communication of SRM University at Kattankulathur organized a one day workshop on Practicing with Beagle Board in association with Texas Instruments with around 300 students from various departments participating in the program.

The workshop started with an inaugural address by Dr. R.Ramesh(Sr) followed by a workshop organized by Mr. Abhishek Jacob of Texas Instruments who explained to the students eloquently the working, advantages and features of beagle board. A conceptual framework of Beagle Board was explained with hands on experience to the students. The changing face of electronics and the constant challenges were brought out in the workshop which has helped the students to know a lot about present trends.

The USB-powered Beagle Board is a low-cost, fan-less single board computer that unleashes laptop-like performance and expandability without the bulk, expense, or noise of typical desktop machines. At the end of workshop there were some fun filled events like 3d-movie showing, 3d-games etc with Beagle Board.

## Mine the talents available in the country-DRDO official



The Chancellor with the Chief Guest Dr. Abhay Chaudhuri.

“...young microbiologists should opt for more research in bio defence and other synthetic food generation techniques.

~ Dr. A.K.Singh

By A Staff Writer

The Government, the educational institutions and the NGO's must come together to harness the talent available among the youth of our country to become a super power, according to Dr. A.K. Singh, Director CEPTAM, DRDO, New Delhi.

He was speaking at the inaugural function of the 7th National Conference of Indian Association of Applied Microbiologists (IAAM) held under the aegis of SRM Arts and Science College at the

SRM University Campus in suburban Kattankulathur.

He said it is difficult to compete with China in commercial goods and other manufacturing sectors; and that India can only become the world's best service provider and a super power in knowledge management, adding that young microbiologists should opt for more research in bio defence and other synthetic food generation techniques.

SRM University Chancellor T R Pachamuthu in his presidential address congrat-

ulated the IAAM for holding the conference in the University. He welcomed all researchers to use the facilities in the University irrespective of the colleges or university either part time or any other research, and if deemed necessary and fit the SRM University will also fund such research.

Dr. Abhay Chowdhary, Director Haffekine Institute, Mumbai said that a lot of research is being done by their institute on bio defence and H1N1 virus and HIV aids. They have also been suc-

cessful in making anti venom serums for snake bites and Haffekine Bio Pharmaceuticals are engaged in the production of such serums.

The IAAM awarded the eminent personalities in the field of Microbiology with the following awards.

The Life Time Achievement award was presented to Dr. Abhay Chowdhary, Director, Haffekine Institute Mumbai, Dr. Radha Madhavan and Dr. M. Ganapathy from SRM Medical College, Dr. Latha Sriram from Madras Medical College, Dr. Vanaja Kumar from Tuberculosis research Centre, Chennai, Dr. D. Manikanda Velu from Live Stock research Station, TANUVAS. The Eminent Teacher Award was conferred on Dr. N. Arunagirinathan Asst. Professor in Micro Biology, Presidency College Chennai.

The theme of the national conference was Microbiology and its impact on Environmental Protection in relation to Health and Geological Sustainability. The conference was attended by over 500 microbiologists across the country. Various issues including emerging microbial drug resistance, impact of climate change and emergence of new diseases, possibilities of tapping microbes for various resources were discussed. Over 100 papers were presented in the conference by eminent members of the association.



# Zero Energy Building at SRM

-Vice Chancellor

By A Staff Writer

The SRM University, adjudged as the number one Varsity recently, will construct a "Zero Energy Building" for the first time in India at its campus in Kattankulathur, its Vice-Chancellor Prof P. Sathyanarayanan announced.

Delivering the valedictory address of the 52nd Annual Convention of the National Association of Students of Architecture (NASA) he said the concept of "Zero Energy Building" was popular in the western world especially in countries like the US, the UK, Canada, Malaysia and Singapore.

Impressed by one such facility at Singapore and based on a suggestion given by one of the alumni of SRM University, now working at the National University of Singapore, the SRM Group has decided to construct a new building, depicting India's heritage by combining modern day Architecture to house the SRM School of Architecture and Interior design.

"Everything is only in the proposal stage. The Dean, Prof M. Thirumeni, SRM School of Architecture and Interior design, has been asked to coordinate with the industrial leaders for initiating the process of constructing the Zero Energy Building at the SRM Campus, which will be the first ever centre in India", Prof. Sathyanarayanan said.

"This will be the first ever Zero Energy Building in India". The SRM alumni, who had worked in designing and construction of such a building in Singapore, would be involved in the project. "We hope to start the work by April or May", the Vice-Chancellor said, adding the new building would draw its requirement of power by using non-conventional energy sources like Solar power and Wind energy by installing small wind turbines in the campus.

Prof. Sathyanarayana, said all the structures in the West were westernized. "Even in India, the same trend exists and the heritage of India has not been shown by architects in designing new buildings". The modern day youth, who are the future of the country should devote more attention in coming out with environment-friendly buildings while portraying India's rich heritage in designing new projects, Prof. Sathyanarayanan said.

Speaking on the occasion, Council of Architecture President Vijay S. Sohoni said going by the exhibits that were one display during the four-day convention that saw participation from 150 architecture colleges from India and experts from SAARC countries, the architecture profession was in safe hands.

"My profession is in able hands. I saw several number of exhibits at the convention which are quite enthralling", he said, adding the architecture students would have learnt a lot during these four days by interacting with experts and their peers rather than what they would learn in a full college term.

In his special address, Pakistan Institute of Architecture Shahab Ghani Khan invited the students of architecture from India and other SAARC countries to participate in a big why in the Architectural Jamboree to be organized in Lahore from October 22 to 27 next year.

"There will be no restrictions on entries. We do not want to limit the entries from each SAARC countries to ten. There is no limit. We want participation in large number and we (Pakistan) will use all its influence to get visas for you", he added.

Moved by the Indian High Commission in Pakistan's gesture of providing direct visa to Chennai (normally entry and exit points to Pakistanis has been given through New Delhi or Mumbai), Mr. Ghani Khan said this was a positive step in building good relations between the two 'troubled' countries.

## NASA Convention



The chancellor and other officials interacting with student delegates

# Work for overall development of society, NASA student delegates urged

By A Staff Writer

It was a sea of young creative minds that converged at the National Association of Students of Architecture (NASA) 52nd Annual convention-which got underway at the SRM University Campus at Kattankulathur. This four-day national convention began with much fanfare with nearly 5,000 students, experts, academicians and other delegates taking part. Apart from students from Nepal, Pakistan and Sri Lanka in addition to India who would be competing for 9 trophies in more than 100 events, there would be technical sessions and cultural competitions.

Speakers at the inauguration of the convention of National Association of Students of Architecture (NASA) in Chennai urged students to work for the overall development of the society, the country's economy, combat global warming and protect the environment through the profession of architecture.

SRM University Chancellor T. R. Pachamuthu, commenting on the evening function said that creative minds always work in tandem with darkness and bring light to the subject they deal with. He also stressed upon the importance of creating a beau-

tiful world with lesser stress on the climatic changes and added that the students of architecture must strive hard to protect the environment.

Indian Institute of Architecture president Vinay Parekar, who was the chief guest, pointed out that it was important for students of architecture to work part-time to develop their skills as well as be familiar with office software as well.

Speaking on the occasion, P.C. Jain, Chairman, Indian Green Building Council said the country at present had 330 million square feet of green buildings. The target was to increase it to 1 billion square feet by 2012 and 10 billion square feet by 2022. He said that the world over, conventional high-power consuming buildings ate up nearly 40 per cent of global energy and this had to be brought down to between 10 to 15 per cent in the years to come.

Jayantha Perera, President, Sri Lanka Institute of Architects, appealed to students of

architecture to dedicate themselves to the cause of betterment of their society and the nation through their profession. Mr. Perera, who is also Chairman of South Asian Association for Regional Cooperation of Architects, said students had to work closely with professional bodies in the field of architecture.

Karan Grover, Adviser, NASA, administered a pledge to students, asking them to protect the environment and to plan buildings and cities for the benefit of the people. Vijay Parekar, president, Indian Institute of Architects, urged participating students to interact with experts and share their expertise among one other.

Vidhu Saxena, president, NASA, T.P.Ganesan, pro chancellor, N.Sethuraman Registrar were among others who spoke on the occasion.

Prof. N.Thirumeni, Dean, School of Architecture and Interior Design, the Host Department welcomed the gathering.

“ students of architecture must strive hard to protect the environment ~Chancellor ”

Students at  
SRM Tech Park

# Expand the horizon at SRM University

## ADMISSIONS 2010

### SRM Engineering Entrance Examination (SRMEEE)

Programs offered in Chennai Main Campus: Kattankulathur

#### B.Tech

Aerospace Engineering  
Architectural Engineering  
Automobile Engineering  
Bioinformatics  
Biomedical Engineering  
Bioprocess Engineering  
Biotechnology  
Chemical Engineering  
Civil Engineering ●●●  
Computer Science & Engineering ●●●●  
Electronics & Communication Engg. ●●●●  
Electrical & Electronics Engineering ●●●  
Electronics & Instrumentation Engg.  
Food Process Engineering  
Geo Informatics  
Genetic Engineering  
Information Technology ●●●  
Information & Telecommunication Engg.  
Infrastructure Engineering  
Instrumentation & Control Engineering  
Mechanical Engineering ●●●●  
Mechatronics  
Nanotechnology  
Nuclear Engineering  
Software Engineering

#### B.Arch●

B.Des (Interior Design)

#### MBA ●●●

PGPM

MCA ●●

#### M.Tech

Biomedical Engineering  
Biotechnology  
Bioinformatics  
Chemical Engineering  
Communication Systems  
Computer Aided Design  
Computer Integrated Manufacturing  
Computer Science & Engineering ◊  
Construction Engineering & Mgmt  
Database Systems  
Electronics & Control Engineering  
Embedded Systems Technology  
Energy Engineering  
Environmental Engineering  
Food and Nutrition Biotechnology  
Genetic Engineering  
Geo Technical Engineering  
Information Technology  
Information Security & Cyber Forensics  
Knowledge Engineering  
Multimedia Technology  
Power Electronics & Drives  
Power Systems Engineering  
Remote Sensing & GIS  
Robotics  
Software Engineering  
Structural Engineering  
Telecommunication Networks  
VLSI Design ◊  
Water Resources & Management  
M.Arch (Architectural Design)

Also offered at: ● Ramapuram Campus, Chennai I ◊ Ramapuram Campus Extn., Vadapalani  
◊ Modi Nagar Campus, Delhi I ◆ Trichy Campus

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**APPLICATION FORMS ARE AVAILABLE:** At Lead Branches of Axis Bank, Bank of Baroda, Central Bank of India, City Union Bank, ICICI Bank, IDBI Bank, Indian Bank, Karur Vysya Bank, Kotak Mahindra Bank, Punjab National Bank, South Indian Bank, State Bank of India, State Bank of Patiala, Syndicate Bank, United Bank of India, Vijaya Bank and Post offices. Also from Kattankulathur, Ramapuram, Vadapalani, Trichy and Modi Nagar campuses. For addresses, visit [www.srmuniv.ac.in](http://www.srmuniv.ac.in)

**ELIGIBILITY: B.Tech:** A pass in 10+2 or its equivalent and (a) For all programs: Minimum 60% aggregate in Mathematics, Physics & Chemistry (b) For Bioinformatics, Biomedical Engineering, Bioprocess Engineering, Food Process Engineering, Biotechnology and Genetic Engineering: Minimum 60% aggregate in Biology, Physics and Chemistry. **B.Arch:** A pass in 10+2 or its equivalent having a minimum total aggregate of 60% with English and Mathematics as subjects of study and a minimum score of 40% in Aptitude Test in Architecture (ATA), conducted by SRM University as a part of SRMEEE.

**PG programs:** A pass with minimum aggregate of 60% in the qualifying examination. For details, visit [www.srmuniv.ac.in](http://www.srmuniv.ac.in)

**NRI / Foreign Students** to apply visit [www.srmuniv.ac.in](http://www.srmuniv.ac.in)

#### IMPORTANT DATES:

Issue of Applications: 10<sup>th</sup> January 2010

Last date of receipt of applications: 9<sup>th</sup> April 2010

Entrance Examination: 2<sup>nd</sup> May 2010

#### ACADEMIC ENVIRONMENT

National & International faculty members, flexible and dynamic curriculum, exciting research and global connections

#### DIVERSITY OF STUDENTS

80% of students are from outside Tamil Nadu, including students from Europe, China, Nigeria and other countries

#### SEMESTER ABROAD PROGRAM

Over 150 students sponsored to 35 foreign universities like MIT, Carnegie, UC Davis, Warwick and Western Australia in 2008-09

#### INTERNATIONAL ADVISORY BOARD

50 members from international universities like MIT, UC Berkeley, Cambridge and NUS assist to set Global Standards

#### ACCREDITATION

Grade equivalent to 5 stars by NAAC and accreditations from other competent authorities

#### INFRASTRUCTURE

600 acres across four campuses replete with state-of-the-art facilities and labs, libraries, Wi-Fi, knowledge centre, 4000 capacity AC auditorium, 100 online smart classrooms, Hostels with premium facilities. Endless convenience on campus including ATM's, bookstores, dining options, cafeterias, prayer halls, gym and more

#### CORPORATE ADVISORY BOARD

Top executives constantly interact with students and faculties helping in formulating academics and research

#### PLACEMENT

Top salary US\$200,000 offered to NANO Technology Research Student Mr. Shivaraman at Seagate Technologies, California, USA. Nearly 100% placement of registered students with TCS, Wipro, Cognizant, Infosys, Siemens and others

#### LOANS

On-the-spot sanction of bank educational loans during counseling

#### SCHOLARSHIPS

(1) Founder's Scholarship-full waiver on tuition, books, hostels and mess, plus stipend Rs.1,000 per month to top state, SRMEEE, JEE and AIEEE rankers, sports persons and socio-economic disadvised (2) Fee waiver of 50% to students with above 90% in CBSE and above 95% in State Board examinations



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**SRM**  
UNIVERSITY  
(Under section 3 of UGC Act 1956)



By Ratnika Sharma

With some minor additions, the admission process has seen a change this coming academic year, 2010-2011.

The admission test will be held on May, 2nd 2010 from 10:00 am to 12:30 pm under the brand name of SRMEEE 2010 for all the engineering programs – B.Tech, B.Arch, B.Des, M.Tech, MBA, PGPM, MCA.

This year the Architecture entrance exams will be conducted by SRM University and students will be admitted based on their ATA (Aptitude Test in Architecture) scores.

The sale of application forms will commence on January 4th to April 9th 2010.

The University is targeting around 1.5 lakh students this year with test centres spread across 120 cities and more than 140 centres as compared to 40 cities last year, according to the Dean of Admissions Mr.Muthusubramanian who spoke to spectrum

The prospectus will contain all the information regarding courses consisting in three books:

University Information Book, Faculty of Engineering and Technology Book and

# Gearing up for the next academic year

Interview **Mr.Muthusubramanian**

Guide to Entrance 2010 along with a promotional VCD. The three booklets have been uploaded in the SRM University website in PDF format.

**Question: where is this new prospectus available?**

**Answer:** It is available in post offices and banks around the country. Compared to last year's 1250 bank outlets, this year we have more than 5000 bank outlets with the addition of some banks like Central Bank of India, Punjab National Bank, South Indian Bank etc along with the existing Axis Bank, Indian Bank and the like.

**Q: what is the status of admissions this year as compared to the last?**

**A:** Well.. definitely, this year there has been an increase in the number of students admitted mainly because of increased publicity

and addition of new courses as well as the Vadapalani Extension campus. In the next academic year there might be even more increase because of the Trichy campus which is subject to approval by competent authorities.

**Q: Have new courses been added this year?**

**A:** Yes. In the Modinagar Campus, Civil, Mechanical and Electrical and Electronic Engineering courses have been added and in Ramapuram only Civil and Electrical and Electronic Engineering courses have been added. In the Kattankulathur Campus, M.tech in Bio Informatics was started and M.tech in Energy Engineering course is being revived in the year 2010-2011. M.Tech in Telecommunication Networks is a new program introduced from the year 2010 – 11.



Mr.Muthusubramanian

“definitely, this year there has been an increase in the number of students admitted mainly because of increased publicity and addition of new courses”

## SRM Information Centre

Started two years ago, the SRM Information Centre has been riding on rough seas because of lack of utilisation. Talking to the Dean Admissions, Spectrum learnt how efficient the Centre is and how much more it can become through proper co operation.

**Question: What exactly is this Information Centre?**

**Answer:** It is basically a Centre which will give all information regarding admissions student queries, hostel related queries, what is happening in the college,

who's who in the campus and soon.

**Q: How does it function?**

**A:** Well.. we have seven employees presently, working in two shifts, from 9 am to 5 pm and from 2 pm to 10 pm. The information given by all the teachers and administration is stored in data bases and is easily retrieved when asked for. People can send us either the hard copy or the soft copy containing details regarding the event. Each employee is given a separate e-mail id on the SRM University domain. The e-mail id of the Manager is given in the SRM University website.

**Q: What should one do to get information?**

**A:** You can just walk into the office which is in the Main Campus next to the Dean Admissions' office and get the required information, or you can call on these two numbers- 27455715 and 27453433. You can even put your queries on the SRM website.

**Q: Do you have any feedback system?**

**A:** Yes we have! Parents and students regularly call us and give feedback. They can even reach us through e-mails and only three people

are authorised to reply to those mails- The Centre Manager, myself and my personal assistant.

**Q: Why do you think the Information Centre did not fare well? Where is the problem?**

**A:** Even though enough publicity was done for the Centre, I think it did not work because it did not reach the teacher level. For most events it is the teachers who are in charge So they have to know about the Information Centre to be able provide us with the details of all events.

**Q: What measures have you taken to improve the situation?**

**A:** I am planning to send a notification to the Registrar who in turn will distribute it to the Deans and Directors who should circulate it to the teachers. I will also ask them to give back an acknowledgement form stating that they

have received the information. This way I can ensure that everybody knows about the Information Centre.

**Q: To appoint an employee for the Information Centre, what qualifications do you look for?**

**A:** ...for one they should be minimum graduates, and fluent in English and any one language. The more they know, the better it is. We generally prefer those who have had some experience of working in a call centre. They should also have a sound knowledge of the computers and database management.

The following are the contact numbers of SRM INFORMATION CENTER:

044 - 27455715 (4 lines)

044 - 27453433 (3 lines)

...you can just walk into the office which is in the Main Campus next to the Dean Admissions' office and get the required information, or you can call on these two numbers- 27455715 and 27453433.

By A Staff writer

Eminent NASA Scientist and 2006 Nobel Laureate in Physics-2006 John C Mather has said that governmental support and thinking approach to science will be key to India winning a Nobel Prize.

Delivering a special lecture to commemorate the Silver Jubilee of the SRM University, adjudged as the Number one University in the country, at its campus in Kattankulathur, the eminent astronomist said the government should provide support in general to science. There should be flexibility in it.

"I think these are the key factors in India winning a Nobel Prize", Dr Mather, Senior Project Scientist, James Webb Space Telescope (JWST), NASA's Goddard Space Flight Centre, said. Moreover, the ideas of young people (under the age of 30) were very important.

"We have to make sure that opportunities for the young people with creative ideas are recognized and supported as the next great discovery will

## Nobel winner at SRM

# Govt support key to India winning Nobel: NASA Scientist



Dr. John Mather interacting with Students

be from the young people and we can find them at the top," he added.

On his jointly winning the Nobel Prize for Physics along with George F Smoot of the University of California in 2006, Dr Mather, by his own admission, said he was lucky to get the coveted prize. "For me, some luck is involved as I happened to have some idea which was accepted and used

by NASA at the right age and at the right time," he said. "In general, you have to find out a Nobel Laureate and work with him," he added.

On NASA's future mission, Dr Mather said there were plans to send an orbiter to Europa which was Jupiter's Moon. "It's a fascinating moon of Jupiter with water floating on top of the rocky core. There is ice on the sur-

face of water and there is possibility the ice can chemically support life. "Since it's too far away from sun, life photo synthetically is not possible" he said.

Dr Mather said since it was clearly a place of interest for fundamental science as there was possibility that the ocean underneath the ice has life, and studies had begun. "It's a long and difficult process. We have just started the study and planning it will take at least 15 to 20 years from now for the Europe mission," he added. On the next planet being looked at by NASA, Dr Mather said, "We have planned a mission to Mars next year called "Mars Science Lander." "It's a much larger package than the rovers we have now. It will have huge science laboratory to do chemical and geological tests on Mars," he said, adding a small mission to go to Venus

was also planned as a probe was already orbiting Mercury "its European project", he said about the Venus mission.

Dr Mather said a massive telescope would be deployed in the sky about 1.5 million km from the earth in 2014 to enable astronomers to study several areas, including formation of the first stars and galaxies after the Big Bang that created the universe. The JWST, named after a Former NASA Administrator, would help the scientists in making other observations like the evolution of galaxies, as they changed with time, the formation of stars and planets and evolution of planetary systems such as the solar system. "It will be a very large telescope much bigger than the Hubble Telescope", he added.

Referring to the apprehensions on the world coming to an end by 2012, as predicted by the ancient Mayan civilization calendar, Dr Mather said "if they were present now, they will say let's not worry about it and will add another digit to it. "I don't think it will happen," he added.

On the general talk of shifting of poles, Dr Mather said they do change very slowly. "Process takes millions and millions of years. We are not expecting anything now. If it happens then it will be a tremendous surprise and the scientists should be busy working on it."

Asked whether cosmic radiation had any impact on global warming, he replied in the negative. The climate change was only due to human causes, the Nobel Laureate said.

"If there is any impact on global warming due to natural causes, we need to understand that we cannot escape responsibility to deal with what the humans are doing now," he noted.

Dr Mather was appreciative of the knowledge of the students of the SRM University and was impressed by their eagerness. "The students are eager to understand and the quest for knowledge is basic for human being...I am very much impressed with the eagerness of the students to pursue education on nature of the world," he said.

## A profile John Cromwell Mather...

By: Priyanka Prasad and Navneet Iyengar

John Cromwell Mather, born on August 7, 1946, in Roanoke, Virginia is an American astrophysicist and cosmologist who won the Nobel Prize during 2006 in Physics, for his work on COBE telescope, along with George Smoot.

An alumnus of Swarthmore College and the University of California, Berkley, he began his research and academic career in 1964 Newton High School, Newton, New Jersey. He obtained his NRC- Post Doctoral Fellowship from Columbia University, Goddard Institute for Space Studies.

As an NRC postdoctoral fellow at the Goddard Institute for Space Studies at Columbia University, he led the proposal efforts on COBE, the first experiment to measure the black

body form and anisotropy of the cosmic microwave background radiation. John Mather was the major coordinator for the entire process and is heralded as the mastermind behind the experiment that revealed the blackbody form of the microwave background radiation. George Smoot had main responsibility for measuring the small variations in the temperature of the radiation.

This work helped to cement the big-bang theory of the universe using the Cosmic Background Explorer Satellite (COBE). According to the Nobel Prize committee, "the COBE-project can also be regarded as the starting point for cosmology as a precision science." The Far Infrared Absolute Spectrophotometer established the black body distributions on the CMB. Data from COBE showed a perfect fit between black body curve predicted by big bang theory and that observed

in the microwave background

Mather is currently a senior astrophysicist at the U.S. space agency's (NASA) Goddard Space Flight Centre in Maryland and adjunct professor of physics at the University of Maryland.

In 2007, Mather was listed among Time magazine's 100 Most Influential People in the World. Most notably known for his work on the black body form and anisotropy of the cosmic microwave background radiation which helped cement the big bang theory about the origin of the universe. Dr Mather in his recent visit to SRM university explained about the James Webb Space Telescope which is to be launched in 2014 with a mission length of 5 years. Once in orbit this telescope would detect infrared wavelengths and help in unraveling the exact

age of the first stars and the secrets of life.

The Nobel laureate also mentioned a few future undertakings by NASA. The Venus mission which is scheduled for the upcoming year is named as Mars Science Lander is said to have a much larger package than the current rovers. It is said to contain laboratories for both chemical and geological tests. Another one is mission to Europa, one of Jupiter's moons which have been discovered to contain water on its rocky surface which has a possibility of chemically supporting life. While photosynthetic life is not possible due to its extreme distance from the sun this tiniest possibility of life has most certainly ignited the scientists' interest.

“ In 2007, Mather was listed among Time magazine's 100 Most Influential People in the World ”





Lalitha with the Chancellor and other officials of TCS

## TCS 'Best Student award' conferred on EEC student

By A Staff Writer

R Lalitha, B.Tech-IT Alumnus of the Easwari Engineering College, today received the TCS Best Student Award given by Tata Consultancy Services Limited (TCS) as part of its Accreditation Interface Programme.

At a function got up at the College auditorium, former Director Dr. V. C. Ravichandran, Centre for University-Industry Collaboration, Anna University, Chennai, presented the award to Ms Lalitha in the presence of SRM Group of Institutions Founder Chairman Thiru T. R. Pachamuthu and TCS Vice-Presidents' V. Ramanathan & Ms. Hema Gopal.

Lauding the College for churning out quality students, Dr. Ravichandran said students should excel in analytical aptitude and communication skills which would make them readily employable by the industry. "Apart from orientation towards the industry, the students should excel in academics. Both should run parallel as students while ex-

celling in academics, should concentrate on orientation of the industry for getting placements", he added.

Thiru Pachamuthu Chancellor speaking on the occasion said the award carried Rs. 10,000 cash and a gold medal. He said Ms. Lalitha, who was also offered a placement in TCS was chosen for the award in recognition of her proficiency in Academics and All Round Excellence in Co-Curricular & Extra Curricular Activities. Thiru Pachamuthu also lamented at the situation in students taking up research work and said that more students should come forward to take up PG studies and research work. He added that the students should also take up entrepreneurship.

Dr. A.K. Pattabiraman, Head-Accreditation Process for South India, TCS, Chennai, highlighted the process of accreditation by TCS. He said the criteria for the award are based on student's academic performance in seven semesters and extra-

curricular activities. He also appreciated the Institution for securing 'B' Grade in the accreditation, the first in the history of TCS accreditation.

Mr. V. Ramanathan, Vice-President stated that this award symbolizes the ever-increasing importance of Industry and Academia. "The USP in the current scenario is the ability to understand, accept and adapt to change", he added.

Replying to felicitations, Ms. Lalitha described the award as a "nice moment in her life". Thanking the college management, faculty, friends and her parents, she said her stint in the college was the motivating forces and helped her gain worthy learning experience. Not only in education and academics, the college else helps you in character building", she added.

Dr. K. Abdul Ghani, Principal Easwari Engineering College welcomed the gathering. College faculties and other officials were present on the occasion.

## Quality most important in Retail industry

By M. Vandhana

The School of Management, SRM University inaugurated a four day international conference on Retail Excellence. Issues relating to rural retailing, logistics in retailing, retail and real estate, IT in retailing, legalities in retailing and sectoral retailing were the main topics to be focused on. Mr Atul Talke, Head-Communications, Pantaloon Retail India limited released the proceedings of the conference.

Mr Atul Talke, while addressing the students, pointed out that Chennai was the root of Retail Industry. "Retail excellence began in Chennai and Saravana stores paved the way for today's format

stores." He told that the space for retail market in India is 350 million dollars and that it will go up to 415 million dollars in future. He added that the Indian retailers face the challenge of localizing their tactics and sales of products because of the diverse market. He advised the students that understanding the customers better plays a key role in retail marketing..

Mr Desikan, Founder Trustee- Consumer Association of India cited that the biggest problem in retailing is to bridge the space between the producer and the consumer. He also noted that all the Indians go for quality products and that the consumers look for quality products at doorstep. He guided the students to keep in mind the moral obligation of what is being sold. He added that assurance of quality is the most important thing in retail industry.

Mr Radha Krishnan, CEO, Aligned Business Partner, told that the retail industry is all about understanding people. He stressed that training, fear and motivation were the most required things in the retail industry

Mr Victor Louis Anthuvan, Professor of Finance and Chairperson- Research programmes, LIBA felicitated the gathering with his speech and advice.

...Indian retailers face the challenge of localizing their tactics and sales of products because of the diverse market.

## Young scientist '09

By: Pavithra Rajagopal



Lakshmi Sundaram

The year 2009 ended with a grand success to SRM Arts and Science College. Lakshmi Sundaram of 1st M.Sc Biotechnology won the Young Scientist award from the Nobel Laureate, Dr.Venkararaman Ramakrishnan in a talent exhibition organized for the colleges affiliated to Madras University

in Chennai on 20th December, 2009.

This exhibition was organized to develop the importance of basic science among the youth. More than 300 static and working models were displayed by students of over 30 colleges. Lakshmi bagged the Best Exhibit award along with the Young Scientist merit certificate.

Talking to Spectrum, she elaborated on her innova-

tive exhibit that can be used in fermentation industries, "Sugar, the main source in fermentation, is refilled each time manually, so I came up with an idea to refill the source automatically using computer indications", Lakshmi explained. She said that researches in cancer or in any of the immunological fields are in the pipeline.

She thanked her teachers and lab assistant for their un-

tiring support and guidance.

Present on the occasion, the Principal of SRM Arts and Science, Dr. K. Subburam said that the college is expecting such innovation in the future also and is ready to support them as well. Organizing seminars and exhibitions of similar kinds will help in identifying the potential students, he added.



## Medicine



*The Chancellor along with doctors and Medical staff watch Dharmaraj as he demonstrates the dramatic recovery.*

# Recovery - How it happened

By M. Vandhana

Nine months earlier Dharmaraj, a daily laborer from Kovandakurichi (near Trichy) never dreamt of walking again in his life. Today he walks at least one and a half kilometres everyday with the help of walking aids and is confident that he will support his family again as before. His family is full of gratitude to the SRM Hospital and

Chancellor T.R. Pachamuthu. The story of Dharmaraj reflects the successful outreach of the "Paari Narpani Manram".

Dharmaraj, the sole bread winner of his family, suffered from Paraplegia which affected his mobility and was bound to wheel chair after an accident in his work spot. He had spent Rupees 2 lakhs in a private hospital in Trichy and the treatment made no

improvement. To support his family Dharmaraj had to borrow loans, sell his land and today he is indebted.

When the chancellor visited his village for the development activities of the Paari Narpani Manram, he referred Dharmaraj to the SRM Medical College and Hospital for full medical care, and free of cost. The independency he has gained in this 9 month stay here has



brought life to the faces of his family which include his parents, his two children and his wife. The state of the art SRM Physiotherapy Department planned it in such a way to co-ordinate all special equipments for the rehabilitation program. A team led by the physiotherapists helped to implement exercise protocol; and today Dharmaraj walks around one kilometer supported by his walking aids. The Chancellor has also sanctioned Rs One lakh for procuring sophisticated gadgets for rehabilitation. Dharmaraj was discharged from the hospital only after the doctors and the physiotherapists were convinced by his work-outs which included walking inside the SRM campus and his daily exercises. While being discharged from the hospital,

the family bid an emotional farewell to the doctors and the Chancellor. After staying away from their family for nearly a year, the Dharmaraj couple was happy to get back to their native village. Meeting him and his family on the day of discharge, the Chancellor advised Dharmaraj to remember the regular exercises, continuous efforts and to keep his confidence level high so that he can reach a good status in future. He also added that only positive thoughts can help him achieve high.

Talking to Spectrum, the Chancellor called it a social-service activity extended by the Paari Narpani Manram even while ensuring the safe journey of Dharmaraj and his loved ones back home by providing safe transport.

By Ratnika Sharma

Quality control and management is a growing concern among the industries and institutions. People are focusing on high quality in their products and services. The concept of Total Quality Management (TQM) has also crept into the University context.

When a set of systematic activities are carried out by the entire University to effectively and efficiently achieve the University visions and missions with a level of quality that satisfies students, parents and industry at the appropriate time and price, it is called Total Quality Management in the University context. And SRM University is doing exactly that.

## Managing Quality... Improving Lives.



*Mr. Augustine Pandian*

With a view to enhance the TQM processes, SRM sent Mr. Augustine Pandian, Principal Coordinator, Internal Quality Assurance Cell to Tokyo for an international seminar on Total Quality

Management. Organized by the Union of Japanese Scientists and Engineers (JUSE) the conference was between December 7 to 11. Around 10 people from across the world had attended the seminar with Mr. Pandian being the only person from an educational field.

After three days of classroom training they were taken for a factory visit to Komatsu Ltd. and Hitachi to see the actual application of TQM.

Talking to Spectrum, he said that TQM is being practiced by SRM University

firstly by creating awareness about it followed by the training of people. The University has already trained two sets of people working at the grassroots level for effective implementation of TQM. The visible realization of TQM is the placing of placards and sign boards across the campus, proper demarcation and maintenance of parking lots, placing of dog catcher equipment in Java Green area and improving the hygiene in the hostels.

Asked how TQM is achieved in the field of education, Mr. Pandian said that the students are asked to fill a feedback form about the teachers which is a way of evaluating the teachers to ensure quality education. Apart from this, almost all engineering courses have TQM in some form or other as part

of the curriculum. "TQM should be believed in and practiced by everybody, only then it will enhance the overall quality of the institution", Mr. Pandian said. Another front where the University is focusing in order to achieve quality is the application of the concept of "5 S". It lists the various actions like 1. Sort 2. Set in Order 3. Shine - to remove trash and dirt 4. Standardise - to perpetually maintain cleanliness, 5. Sustain - to be committed to the process and have an attitude of compliance to the other four components. Still in its nascent stage, Total Quality Management promises an overall augmentation of the University in all respects ensuring a better future for the students.



## Women's Volleyball

The SRM Women's Volley ball team also did creditably well at the recent South Zone Volleyball tournament held at Jalgaon in North Maharashtra. The team came away in the fourth position and qualified to participate in the All India Inter University tournament to be held in Raipur.

On the team's performance at Maharashtra, Captain Poorvizhi says, "SRM University players faced a lot of hardships like extreme cold weather, food and traveling; but in the end our team performed excellently throughout the tournament and we came away in the fourth position out of a total of sixteen teams, from the East, West, South and the North Zones"



Team captain Poorvizhi



## A Sporting Day for the physically challenged

Valliammai Engineering College conducted a state level Inter-Engineering Sports meet for physically challenged students which saw the participation of Anna University Engineering college students. The event was held at SRM University

Anna University at Guindy emerged as the All Round Champion. Mr. Ganesan Anna University Sports Control Board Chairman distributed the awards.

## Rifle Shooting

Ankita Singh, a student of B.Tech –Bio Medical, attended the First and Second Trials for the Indian Team at Pune and has qualified for future trials.



Ankita Singh,

Ankita comes with an impressive track record: she stood fourth in the All India Inter-School tournament in 2008; came away with a Bronze medal at a national competition in a team of three in which she was the captain; and has been at her favourite sport at the National Level since 2005 representing Tamil Nadu.



The Chancellor with the victorious men's volleyball team. Organised by the Banaras Hindu University in Varanasi, Uttar Pradesh, the defending team SRM University came out on top comfortably.

## All India Inter University Volleyball (Men) Tournament

### League Match Result

SRM University Beat Banaras Hindu University, Varansi

Score: 25/22, 24/26, 25/22, 25/15, 15/9

SRM University Beat Punjabi University

Score: 25/21, 25/21, 25/17

SRM University Beat Jiwaji University

Score: 25/12, 25/16, 25/10

### Quarter Final Result

SRM University Beat M.G. University

Score: 25/22, 25/22, 25/19

### Semi Final Result

SRM University Beat Rajasthan University

Score: 30/32, 25/18, 25/22, 16/25, 15/12

### Final Result

Defending Championship SRM University Beat Kurushetra University

Score: 25/20, 24/19, 20/25, 25/16,

## The budding Chess Queen at it again!



Harini of SRM Arts and Science College adds another win to her record... with the Chancellor after winning a Silver medal at the Commonwealth Tournament recently held in Singapore



Achievements of the students of the MCA Departments of SRM, Kattankulathur

Name	Year	Organizing Institution	Date	Name of the Event	Prize won
Hitesh Pandey Abishek Saha D.Sakthi M.Sugumar S.M. Vetrivel	III MCA	Madurai Kamaraj University	25th and 26th September 2009	Whizard	I
Hitesh Pandey D.Sakthi M.Sugumar S.M. Vetrivel	III MCA	Sri Ramanujar Engineering College	1st October 2009	Adzap	I
D.Sakthi S.M. Vetrivel	III MCA	Madurai Kamaraj University	25th and 26th September 2009	Byte Seek	I
Neeharika Gogineni Hema Mallinia	II MCA	VELS University	18th September 2009	College	III
Akilesh Dey Gurupreet Singh	III MCA	Vel Sri Ranga Sanku College	27th October 2009	Quiz	II
Vikash Gupta Ramanand Sagar	II MCA	Velammal Engineering College	19th September 2009	Poster Design	II

# Footprints '09

**By Debleena Chatterjee and Ratnika Sharma**

The Symbiosis Institute of Media Communication (SIMC) organized the Chennai chapter of FOOTPRINTS '09 in Chetpet at the Chinamya Heritage Center. The media seminar covered 24 cities in India and Dubai between October and December. Second Year students of the Department of Journalism and Mass Communication attended the one day Chennai meet.

The event kick started with the showcasing of a series of short films by students of SIMC which dealt with both serious and light topics like child molestation, black magic and a college love story. The film on child molestation moved the audience and compelled them to think on such issues.

Ms. Priya V, a tamil director who has directed films like Kanda Naal Mudhal and Kannamoochi Yenada and a Danish documentary 'Women on Wheels' was

the chief guest for the inaugural session along with Mr. Sarath Babu, the owner of Foodking Catering Services and an alumni of BITS Pilani and IIM Ahmedabad. He turned down grand placement offers to start up his own company and emerged successful.

This year's footprints set the audience's feet tapping to the tunes of Benny Dayal, well known playback singer who was awarded this year's Young Communicator's Award along with Mrs. Suchitra.

The speakers debated issues of environmental conservation and climate change in the first session themed as Green Battle. Once again the session took an interesting turn when a short, touching documentary on Olive Ridley turtles was screened by Ms. Supraja Dharini, Founder and Chairperson of Tree Foundation. She has been an active member of the Blue Cross, volunteer for the World Wide Fund for Nature India, member of roots and shoots international network.

Following her was Mr.

M.B.Nirmal, Director, exnora international who discussed the ten habits to heal the world. He talked about the alternative ways of sewage management and building of terrace and wall gardens.

Next was Mr. Nityanand Jayaraman, freelance journalist and researcher who specializes in investigating and exposing corporate abuses of environment and human rights. He threw light on the ways of having "fun" without killing the planet. Talking about the cultural and technical fests held by colleges, he elucidated the fact that higher the budget of such events, greater is the wastage of resources. He suggested that instead of calling branded companies for putting up stalls, the colleges can call the roadside shop owners. He concluded by reminding the audience of the devastating Bhopal Gas Tragedy of December 1984 by showing a short film.

The second session was themed on the emerging trends in new media and how it is taking everyone by

storm. The first speaker was Mr. Cyril Mani, Director, Symbiosis Institute, Bangalore who spoke about the three ways of brand communication, namely, technology, retail and new media or internet. Mr. Kiruba Shankar spoke of the power of social media and how it can help people in their daily life. Elaborating on the theme, Mr. Prashanth from Idea Spice, Mr. Rajesh, Web Content Developer, Mr. Shyam, owner of Shyam radio, internet radio station and Mr. Sukumar, Sanra Media, talked about the usage of new media in their respective fields. Finally Mr. Subramaniam warned the audience of the ill effects of social networking sites and how one should be careful in using it, especially youngsters. He added, "One does not have complete freedom of speech on the internet because of the prevailing cyber laws".

The event ended with the valedictory function with Mr. Sarath Kumar, a well known actor turned politician as the chief guest. A theatre workshop was also organized at the end of the session by Mr. Karthik of TVAM theatre Group.

Briefly...  
**Workshop on personality Development**

Students Association of Management Studies organized a worksho on Personality Development. The resource persons were Mr.Karan Bery, General Manager, courtyard Marriott and G.S.Ananthakumar, Deputy General Manager, Karur Vysya Bank

Mr.Karan Berry told students among other things to have the drive to be extremely positive, to never give up, to communicate professionally. The most important thing is "Dare to Dream" where dreams come true.

Mr.G.S.Ananthakumar enlightened the students on the importance of career growth.

More  
Milan'10 reports  
in the next issue  
of *Spectrum*

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