

The campus newspaper of SRM University

# SPECTRUM

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## SRM to host 98th Indian Sc. Congress in January 2011

By A Spectrum Reporter

SRM University is getting ready to host the 98<sup>th</sup> Indian Science Congress (ISC) from January 3 - 7 next year. The Prime Minister, Dr Manmohan Singh, is scheduled to inaugurate the Congress, which is patronised by the Department of Science and Technology, Government of India.

Disclosing this to *Spectrum* recently, the Vice-Chancellor of the University, Prof. P Sathyanarayanan, said, "More than 7,000 delegates from India and abroad, including Nobel laureates, top scientists, faculty members and research scholars from different universities, institutes and national laboratories, will be participating to explore, understand, analyse and interact on the matters of science during the Congress."

Stating that the Congress is returning to Chennai after a gap of 14 years, Prof. Satyanarayanan said, "The University will be opening up its Kattankulathur campus for the five-day event."

Later, explaining the theme of the 98<sup>th</sup> Congress, ISC General President Mr K C Pandey said, "Scientists will focus on *Quality Education*



ISC General President Mr K C Pandey with Vice-Chancellor at the press meet.

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# SRM to host 98th...

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*and Excellence in Scientific Research in Indian Universities."*

Explaining the factors leading to the selection of SRM University as the venue for the Congress, Mr Pandey said, "Of the nine universities that had evinced interest to host the mega event, SRM University was selected after the ISC officials took into consideration various parameters, including facilities to conduct plenary sessions, hostel and housing for delegates."

Prof. Sathyanarayanan said the event would provide a common platform for scientists, engineers and technologists of all categories from India and abroad to share their experiences in scientific advancement after the Prime Minister unveils the government's scientific agenda in his inaugural address.

An unique feature of the Congress is that the ISC would be hosting a Space Summit jointly with ISRO, NASA, European Space Agency, Japan Space Exploratory Academy and other space agencies in the world.

"The Congress will see the coming together of astronauts and space scientists, who will focus their discussions on planetary exploration like *Chandrayaan-2* and mission to Mars," Prof. Sathyanarayanan said.

Prof. Pandey, said the main aim of the ISC, formed by the Department of S&T, was to promote science and research and attract young minds. "The Children's Science Congress, an integral part of the ISC Congress, would be held concurrently during the five-day event," he added. In all, there would be several plenary

sessions and 14 sections of simultaneous deliberations on various topics like challenges in new power and renewable energy, climate change and food security, global warming, water resource management, genetic engineering and biotechnology, maternal and child health care, frontiers in new biology, emerging trends in bio-medical research and technology, nanotechnology, IT for Integrated Rural Development and e-education for national growth every day.



*The dignitaries releasing the congress leaflet.*

## EEE students resolve to set up Go Green Club at SRM

**By Krishna Prashnath C**

Members of the Students Association of the Department of Electrical and Electronics Engineering, Faculty of Engineering and Technology (FET) recently resolved to set up a 'Go Green Club' in SRM University to make people aware of the global energy crisis and encourage them to conserve energy in innovative and alternative ways.

Announcing this at the end of a week-long campaign on energy conservation recently, Nitin Awasthi, Vice President of the Association, promised that the student initiative will not remain a one week campaign but would continue as a cause to save energy.

Earlier, congratulating the students for taking up the campaign, Dr. C. Muthamizhselvan, Associate Director

(FET), impressed upon the students that there is a need for them to get involved in energy conservation through innovative ideas and projects.

The campaign was launched under the guidance of Dr. S. S. Dash, Head of the Department of EEE, and with active support from faculty members Mr. R. Sridhar and Ms. S. Padmini.

The main objective of the Energy Conservation Week was to spread awareness, and it did that with some new ideas. There were competitions, exhibitions, and quizzes through out the week-long campaign followed by a rally.

During the paper presentation competition, Venkatesh, II Year EEE student, suggested ways to minimise the monthly energy consumption on the Kattankulathur campus of the University.

While, a team of four I Year EEE students, Arjun K M, Bala Venkatesh B, Arvind M, and Aishani M, won the first prize for their idea of 'harvesting electricity from artificial lightning'.

A student team from the Department of Food Processing comprising Alok Pawar, Shashank Kumar and Abhinav Prakash emerged winners for their paper on the effective and practical use of bio diesel as an alternative conventional energy sources.

During the debate on the topic *Is nuclear power the best way to meet the ever increasing needs of the planet*, students came up with excellent ideas and Bharat R of I Year EEE Department bagged the first prize for his views.

Later, Mr. Ramachandran I V, Key Accounts Officer, CTS gave tips on energy conservation.



*ANSH volunteers with the children*

## ANSH seeks volunteers and NGO support

**By Trisha Anand**

ANSH is a student-run not-for-profit association that educates children of the construction site labour working at the Kattankulathur campus of SRM University.

Started in 2008, it has a team of 22 engineering students who have assumed the social responsibility of imparting primary education to children at the grass root level. "It's where education is most needed and rarely provided," said Vivekanand Singh, a team member of ANSH. ANSH has undergone a renovation in last few months. The team conducted a survey of the children of labourers and other construction site workers residing near the SRM Hospital.

Ms Anuradha Parakkat, Director, Campus Administration and Students' Mentoring, then assigned the task of teaching the children to Shardul Naithani, Vivekanand Singh, Vivek Ranjan and Jayant, all II Year B.Tech students. Ananya Kumar Sahoo, Chanakya, Saurabh Chandra, Vijay Sridhar and Manoj later joined to support the noble cause. Kushal Bansal, a III Year engineering student, who managed ANSH last year continued to assist them.

The team has been taking classes for the children since this January on Saturdays and Sundays from 4pm to 6pm. "The children are in the age group of 7-15 years and are given lessons in subjects like basic mathematics and general knowledge," said Vivekanand.

The team is on the look out for NGOs that can recognise and accredit them. Anyone interested in joining as a student volunteer or providing NGO contacts can contact the team on any of the following numbers: 90255563216, 9791023672 and 9840350673 or [vivekanandsingh85@yahoo.com](mailto:vivekanandsingh85@yahoo.com).

## Fellowship Announcement

United States-India Educational Foundation (USIEF) has recently announced its annual competition for Fulbright-Nehru and other Fulbright fellowships for Indian citizens for the academic year 2011-2012. Open to students, academics, teachers and professionals, these fellowships are offered in all disciplines. Application deadline for most of the fellowships: July 15, 2010. USIEF expects to offer approximately 110 Fulbright-Nehru fellowships for Indians in 2011. USIEF has introduced a new fellowship program "Fulbright-Nehru Postdoctoral Research Fellowships" with this competition. Details about the fellowship programs, application procedure and guidelines, and the selection process are posted on the USIEF website [www.usief.org.in](http://www.usief.org.in)



The Chancellor was recently awarded on Honorary Doctorate by the Birmingham City University. Dr. TR. Pachamuthu's acceptance speech at the Awards Ceremony

His Excellency Chancellor, Lord Mayor, Pro Chancellors, Vice Chancellor, faculty, students and Ladies and Gentlemen.

It is indeed a great honour for me to be here today. In awarding an honorary doctorate to me, the University is in fact honouring our SRM University, and acknowledging the long ties between UK and India and ascertaining with pride the multi-cultural ethos of your great city of Birmingham. We in India, the largest democracy in the world, are conscious of the long and fruitful associations we, as a part of our history have had with your country, culture and constitution. The great traditions set up by the, British civil service and the Universities continue to influence our administrative set up and our universities.

Like you at Birmingham, we at SRM in Chennai are putting in our best efforts to help provide opportunity for the aspiring young women and men to qualify as engineers and technologists in more than 30 disciplines. This year on February 8th, B.Tech and M.Tech degrees were given to 4519 student in more than 15 branches. Nine doctoral degrees have been awarded. The Chairman of Indian Space Research Organisation (ISRO) was conferred the Honorary Doctorate by the Honourable Speaker of Lok Sabha Dr. Meira Kumar during the convocation address.

You, at Birmingham City University, and we at SRM University in Chennai, India are living in an exciting era. In nineteenth century, after arrival of Darwin's theory of evolution, science almost began to occupy the primary choice of paths to progress.



L to R: Chancellor of Birmingham City University, The Lord Mayor of Birmingham Councillor Michad Wilkes, Dr. TR Pachamuthu and Vice Chancellor of Birmingham City University, Prof. David Tidmarsh at the Convocation ceremony.

# 'We cannot rest on our laurels'

In the early twentieth century, the influence of Albert Einstein got juxtaposed to Neils Bohr (Theory of Relativity and Quantum Mechanics) apart from viewing time and space differently led to questioning of laws and instead bringing in principles of uncertainty and importance of probability. What is reality and deciphering of the same became more problematic. On the other hand, technology made rapid strides despite or perhaps due to imperatives of two World Wars. The arrival of computer technology during the 20th century ushered in the age of information that has revolutionised the world in a short span of 20 years or so.

Running parallel, as if to showcase the progress in science and technology, we have seen dramatic departures in art, cinema, literature, philosophy, politics, economics and social sciences. From Classical representation art to Digital art; from silent movies to mega movies of Hollywood and Bollywood; narrative and romanticism

literature to modern art literature. Democracy as we understand in your country and India is on the rise; Socialist states in Europe have collapsed and dictatorship is on the decline, key Asian economies are beginning to return after a long period of monetarist policies. And now we have Dr. Amartya Sen and others who are concerned with issues of deprivation, distribution and welfare.

In a nutshell, the twentieth century has brought in great changes. We are about to finish a decade of the 21st century. We have to ask ourselves, "Should we be complacent or should we stir ourselves and start asking questions about challenges of the century?" We cannot rest on our laurels. The world, in these days of globalisation, rapid transport, frequent flights, instant communication, and internet and satellite phones, demands that we get rid of national, linguistics and ethnic parochialism and embrace the concept of world as one village.

Let the students who do professional courses in medicine and engineering have a human face. As a part of the curriculum, they should learn more languages, economics and other social and behavioural sciences. Reciprocally students in humanities be given a chance to understand biology and other natural sciences, and should be equipped to live in the world of man more intelligently.

There are many lessons to be learnt outside the classroom. Learning about how to build relationships and business partnerships; about human behaviour and social dynamics is just as important as classroom lessons to succeed in any field. In our society, rather than encouraging people to take the road less travelled, we discourage them. There is encouragement to conform to a set pattern rather than stand out in a crowd.

In my opinion a country's economy will grow very fast if more people after receiving

their basic degree take to entrepreneurial ventures. In this modern era of globalisation and liberalisation opportunities are aplenty to turn out entrepreneurs. If you take a look at China you can find that many students and youth have their own business ventures. They all have good business acumen and wherever they go, they look for business opportunities. I know one instance where a girl who went to Australia for studies in a university of repute found that the university had a large Chinese student population and they all did not get good Chinese food. She along with her Chinese boyfriend started a small Chinese eat out and in 7 years of her study in Australia developed this eat out into a big profitable restaurant. In India too I can quote lot of success stories of young entrepreneurs. My case itself is a good example to emulate and that's why I am standing in front of you now.

Having said about entrepreneurship I must also confess, from my own experience, that entrepreneurship is not a bed of roses. It's a slippery path where you have to tread cautiously and judiciously. There may be many failures, ups and downs. We fear failure, because we fear criticism, ridicule or rejection. But the truth is that anyone who has been successful has failed at some stage of their life. From failure comes knowledge of what works and what doesn't work; from failure comes knowledge of one's strengths and weaknesses and it is from failure that one begins a more determined attempt to achieve success. These things I read in an article, which I thought I would share with you so that you may reap some benefits out of this.

Finally, my dear students let me affirm that you are the guardians of our common future. You can only give us an insight into future. Whatever our predecessors and we may have done is there for you to surpass. Live your life fully with intensity and faith without likes and prejudice. Your success will be the sweetest message that we are waiting to hear.

Thank you. Thank you all for giving me this opportunity to be with you, and to give this address. We shall always cherish this day with a just mixture of pride and humility.



## SRM's jubilee walkathon to spread development awareness

By Aman Kumar

Fifty students and 25 faculty members of SRM University sang, danced, played and walked for 50 km covering 100 villages to spread awareness of the importance of issues like women empowerment, literacy, health, water conservation and development.

Disclosing this to *Spectrum*, S. Chinnathambi, Asst. Professor at SRM School of Management and the Programme Coordinator in the National Social Service Cell, said, "The three-day Walkathon '10, was part of the Silver Jubilee celebrations of SRM University."

Giving more details, Mr Chinnathambi said, "The 75 member team covered 100 villages between Chengalpattu town and Thiruporur village. The basic idea of the walkathon was to make people aware of the various socio-economic and development issues impacting the rural population and encourage them to improve their literacy rates apart from empowering women and ensuring clean water, health and environment", Mr Chinnathambi added.

In the process, Mr Chinnathambi said, SRM students also became aware of the conditions in rural India. "Students from North and South India will analyse the main issues and extend counselling to rural population," he said.

### IN BRIEF

#### Medley

This is a medley of a mechanical kind. Two hundred and two mechanical engineering students of SRM University, Vadapalani recently formed an association named Medley (Mechanical Engineering Department Lounge for Emerging Youth) to encourage young engineers to pursue further study in emerging technologies.

# Two SRMites drive their Honda CR-V into Limca records

*By travelling 5,846 kms in 85 hours covering the Golden Quadrilateral*

By R. Krishnan

What is the extent to which people pursue their passion? Eighty Five hours and 5,846 kilometres to be precise. Tarun Kumar Tripathy, Prateek Darolia and Ashish Kumar recently set a Limca record while travelling the distance.

Tarun and Prateek, both III Year Automobile Engineering students at the Kattankulathur campus of SRM University, covered the Golden Quadrilateral in merely 85 hours, along with Ashish from Ashlok Ltd. Breaking the previous record of 176 hours, they became the fastest team to cover this distance.

The total cost of their journey was Rs 2.2 lakh, of which SRM University sponsored Rs 1.1 lakh.

The Golden Quadrilateral is the road connecting Delhi, Mumbai, Chennai and Kolkata and comprises 5,846 kilometres of four/six lane Express Highways. The trio went on this incredible journey on a Honda CR-V. The car has a 2 litre engine with a power of 145 bhp and also a 6 speed manual gearbox.



*The Chancellor, and Advisor Dr. Manik Sahani with the record setters.*

They began their journey on December 9, 2009 at 4:30 am at the Kattankulathur campus in the presence of Dr. C. Muthamizhchelvan, the Associate Director – Faculty of Engineering and Technology, Prof. Leenus Martin, Head, Department of Automobile Engineering, and their family members.

They reached Kolkata on December 10 at 3:30am and managed to touch Delhi on December 11 at 2:50am. They carried their stock of food, medicine and other utilities that could be needed during their tour. Since they did not

stop anywhere except for refuelling, they worked out a strategy of having 6 hour cycles.

Of the three, one was the driver and another was the navigator while the third took rest. The main sponsors of their feat were SRM University and Ashlok Limited, which is owned by Tarun and Ashish's father.

A pilot vehicle was sent 24 hours ahead of them to give inputs on the traffic and weather. They decided on spreading the message 'Be human - it's about time' as a goodwill gesture to the soci-

ety. They reached Mumbai on December 11 itself at around 11 pm and finally returned to the SRM University campus at 6:02 pm on December 12, 2009.

The three submitted a 600-page detailed document of their tour to the Limca organisation. They are now fully keyed up with the arrival of the official confirmation from the Limca Book of Records.

They plan to take up many such challenges and prove that the students from SRM are of the more passionate kind.

## Three hundred students test their skills in mathematics

By K R Ramu

Over 300 students from 60 colleges from in and around Chennai tested their skills in numbers during various events of the Engineering Mathematics Festival. The Department of Mathematics, SRM University, in association with Sri Ramanujan Mathematics Club organised two-day programme.

The festival had eight events like the Mathematics Quiz, Crossword, Dumb Charades, Math Talk, Olympiad,

**Kanniappan's Lemma**  
**Theory which is recognised world wide today**

IQ Test, Puzzle Championship, and NFS Mathematics.

Delivering his address as the chief guest of the event, Dr P Kanniappan, Vice Chancellor of B.S. Abdur Rahman University, highlighted the importance of mathematics in all branches of engineering and its applicability in day-to-day life. He also talked about the Kanniappan's Lemma

Theory which is recognised worldwide today.

Others who attended the festival included Dr. P. K. A Muniswaran, Director for Faculty of Engineering and Technology, Dr. C. Muthamizhchelvan, Associate Director for Faculty of Engineering and Technology, Dr. K. Ganasen, President and Head, Department of Mathematics and Dr. Sundarammal Kesavan, Vice President for the Department of Mathematics. Prizes were distributed to the winners of various events.

### IN BRIEF

#### Milestone

With the inauguration of SRM's Association of Computer Engineers (SRMACE) the SRM University's city campus crossed yet another milestone recently. Officials of the Department of Computer Science and Engineering, Government of India, Mr. P. Elanthirumaran, CEO, Inodesys Technologies, Chennai (chief guest), Mr. N. Ganesh, Head of the Department of Computer Science and Engineering, Prof. T.P. Nagesh, Head of the Department of Management Studies and others were present on the occasion.

By A Spectrum Reporter

SRM University has come out with flying colours yet another time with its Research Scholar signing up as Associate Scientist with the US-based Seagate Technologies for an annual package of US\$ 280,000 (approx. Rs. 1.4 crore).

R Shivaraman of the Nanotechnology Research Centre (NRC) has brought laurels to the University becoming the youngest 'Nano Scientist' to take up the prestigious post to develop ultra high density storage devices for magnetic recording.

"I am delighted at this offer and I dedicate the honour to SRM University, which encouraged me at every stage when my journey in nanotechnology began six years ago," an elated Shivaraman remarked at a press conference recently.

The young scientist,

# SRM's Nano scientist offered Rs. 1.4 cr job in US-based firm

Shivaraman will take up the Associate Scientist post at Seagate Technologies, California in December

programme.

He had recently come up with an innovative polymer templated lithography process that allowed fabrication of patterned magnetic media with density of around 30Tb (30,000 GB/inch<sup>2</sup>) and submitted the same for patent both in India and the US along with Dr. C. Gopalakrishnan, Centre-in-Charge, Nanotech-

nology Research Centre.

Congratulating the scholar, Dr. T. P. Ganesan, Pro-Chancellor, SRM University, said Shivaraman has emerged as the shining star of SRM and made an admirable and coveted achievement at student stage. "It is a monumental achievement," Dr. Ganesan added.

Shivaraman's basic research interests focused on the development of ultra high density storage devices for magnetic recording. As part of his masters by research and doctoral studies, he had been working on the development of new generation storage

devices with far higher storage capacities available today. The best hard discs manufactured today had a typical storage capacity of around 500 GB. On joining Seagate Technologies, he would be entrusted with the job of synthesising magnetic nano dots using polymer templated lithography to enhance the current storage limits in the hard-disc, Dr. Gopalakrishnan, his mentor, said.

Shivaraman would help Seagate's Technologies to use polymer templated technology to increase the capacity of the storage in hard-discs, which would be a boon to corporations, banking sector and countries that wanted to store national security data, he added. Shivaraman, a graduate in Computer Science, developed a passion for nanotechnology when he was sent to Carnegie Mellon University by SRM University as part of the Semester Abroad Programme in 2004.

## GRE Edge offers Rs 3.35 lakh pa each to 4 B-School students

150 out of 350 eligible B-School students of SRM University are already placed. With placements in the School of Management being consistent over the years, the students can look forward for a bright future. With the placement season at its peak, 65 to 75% of the management students are lined up for being placed in core companies, similar to the previous season. GRE Edge offered the highest pay package of Rs 3.35 lakh per annum and major recruiters like GMMCO Limited and Bajaj Alliance are yet to visit the campus. Nivedita and Priyanka Prasad of Spectrum recently spoke to Mr K. Sadasivan, SRM University's MBA Placement Coordinator, to get a clear picture regarding the ongoing placements of students pursuing an MBA. Excerpts:

**Question: What is the number of students eligible for placements and how many have been placed so far?**

**Answer:** Out of the 350 eligible students, 150 have

already been placed. More companies like Photon Info Tech, Semantic Space are expected to come by mid-March.

**Q: Which are the companies that have visited the campus so far?**

**Ans:** Since January this year, approximately 12 companies have visited the campus. Some amongst them were GRE Edge, Royal Bank of Scotland and Leap Loy-

alty Solutions. Royal Bank of Scotland recruited 61 students already and may revisit our campus soon.

**Q: In what way is the School of Management assisting the eligible students?**

**Ans:** Our main aim is to provide 100 per cent placement assistance to the students by inviting reputed companies, negotiating high pay packages, and by supporting their decision to begin

their training while still in college. This decision is fully supported and made possible by the cooperation of the faculty and is readily backed up by the University.

**Q: Which other companies are expected to visit us?**

**Ans:** We expect visits as early as mid-March from companies like GMMCO Ltd, Bajaj Alliance, ELJAY Systems, and Semantic Space. We are expecting

GMMCO Ltd to offer a salary of Rs 4.5 lakh per annum. The company has set sight not only on management students, but also on B.Tech graduates.

**Q: Who bagged the highest pay package so far this season?**

**Ans:** GRE Edge offered the current highest salary package of Rs 3.35 lakh pa to Shivesh R, Jeeva B, Satish S and Renju R.

## Brush up your GK and communication skills: Shivesh

R. Shivesh, a final year MBA student of SRM University, is currently undergoing training at GRE Edge Ltd. Sharing his pre-placement experiences with Nivedita and Priyanka Prasad of Spectrum recently, Shivesh advised his juniors to brush up their general knowledge. He also suggested that they practice their communication skills as they seem to be the tie-breakers after the formal aptitude test. Excerpts:

**Question: How did you prepare before your placement?**

**Answer:** When I was doing my B.Com at Tanjore College in Tiruchi, students were given training as part of the placement procedure. Here at SRM, the Department of Placements trained us in facing interviews. Internet has also been very useful. All this helped me to take the psychometric test and face the interview when GRE Edge

He also suggested that they practice their communication skills as they seem to be the tie-breakers after the formal aptitude test

came to the campus.

**Q: Can you give us an insight into your training at GRE Edge? What are your future plans?**

**Ans:** GRE Edge focuses on the education sector. They

provide online coaching to those preparing for the GRE exams. The atmosphere is challenging. I plan to continue with them for the foreseeable future as they have provided me with a chance to pursue higher education.





A dance performance.

## Provide quality service to customers, IHM students urged

### Institute celebrates its 16th birthday

By Ratnika Sharma

Providing quality services to customers is the key to success and that will set apart an organisation from others, stated Mr. Muthuramaswamy, HR Manager, Taj Fisherman's Cove.

"To do this you have to think and do things differently in order to create a mark. The need of the hour is to be innovative and creative," explained Mr. Muthuramaswamy.

He was the chief guest at *Spirit 2010*, the 16th annual cultural festival organised recently by the Institute of Hotel Management, Catering Technology and Applied Nutrition, SRM University.

Speaking on the occasion, Mr. Varun Chawla, Training Manager, Le Meridian, Dubai and an alumnus of the SRM IHM, said, "The common quality that all the legends in the hospitality industry have is that of providing service to the customer." He, therefore, urged the students to strive to become legends in their respective fields.

The students of the institute gave dance and music performances after the inaugural session.

Others present during the event include Mr. Kailashnath Trivedi, Learning and Development Manager, Taj Fisherman's Cove, Dr N Sethuraman, Registrar of SRM University, and Dr. Antony Ashok Kumar, the Principal of the institute.

With heavy competition all around, it is difficult for students to find a job during campus placements. However, there are a lucky few who get not one but two job offers. When that happens, choosing one of the two offers becomes a stressful task. **Priyanka Paul**, a student of the Department of Electrical and Electronics Engineering, SRM University, is one such student who bagged two job offers - one from Vedanta and another from Tata Consultancy Services - during the recent campus placement activities. A visibly happy Priyanka spoke to **Aparna Nair** of *Spectrum* on her double job dhamaka and about how she prepared for the job interviews. Excerpts:

**Question: Congratulations for bagging two jobs. What are your first feelings?**

**Answer:** I feel like I am on top of the world.

**Q: How did you prepare for the placement tests?**

**Ans:** I started preparing for my aptitude test right from the beginning of the third year. I used to practice questions of quantitative aptitude regularly. I read many books to improve my vocabulary. My final preparation involved solving past placement papers. I solved around 50-60 placement papers of Tata Consultancy Services (TCS). I also read many E-books to increase my speed for reading comprehensions that come in the online tests.

**Q: Which books and websites should one refer to?**

**Ans:** Books by RS Agarwal help a lot for quantitative aptitude. *Word Power Made Easy* is very good for verbal knowledge. Barron's is useful for critical reasoning. Another

# Confidence is the key to crack an interview: EEE student

Book for Puzzles by Shakuntala Devi and *Quantum CAT* are the books that I would recommend. These would be helpful in clearing one's concepts. There are a few websites to obtain placement papers, i.e. [www.123eng.com](http://www.123eng.com), [www.testfunda.com](http://www.testfunda.com), and [www.freshersworld.com](http://www.freshersworld.com).

**Q: Please tell us about the exams you took.**

**Ans:** I had applied for two companies, Vedanta and TCS. My first exam was for Vedanta. It was of 50 minutes duration, comprising 35 questions. Questions were simple with general aptitude, few critical reasoning and verbal questions. But the question paper of TCS came in as a surprise. We were expecting verbal questions but there were none in the paper. As I had practised well and my concepts were clear, I did not have a problem clearing both the tests.

**Q: How did you prepare for the interview?**

**Ans:** I gathered information about the company, brushed up my basic computer skills, read newspapers to be aware of current affairs. The only way to crack an interview is to stay cool and confident. I went for my interviews with an open mind.

**Q: How was your interview?**

**Ans:** Both the interviews were quite similar, but as Vedanta is a core company, they asked some technical questions related to my area of interest. The companies stressed on my knowledge about basic computer skills (C and C++). In HR, they asked about me, my hobbies and my preferences in



Priyanka Paul

the job. One should never let the panel know that one is nervous. Confidence is the key to crack an interview. Be honest, be yourself and look smart. Basically it is all about selling yourself to the company. So make the panel feel that you deserve this job. The panel was very friendly and I managed to leave with a good impression on them.

**Q: How important is it to maintain a good GPA, participation in extracurricular activities, and speak fluent English?**

**Ans:** It does not matter whether you are a 9 pointer or a 7 pointer. The company checks whether the scores are consistent or not. Extracurricular activities are important because they add a feather to your cap. Our University provides us with a zillion opportunities. It is our duty to use those opportunities. I was into organising events and fests right from the beginning. This was an added advantage to me in the interview. Also, it is important to be fluent in English because it reflects one's confidence. If your English is weak, then work on it right away.

**Q: How did our University help during the final run-up to the placements?**

**Ans:** SRM University has contributed a lot. We had an intensive training programme for 10 days by *Career Launcher*, where we were subjected to many online and written tests, mock interviews and group discussions. Our University has left no stone unturned this placement season. We were provided with a Yahoo mail University ID on which we were sent latest updates about the placement. Study materials provided by the University were also useful. If I am placed today, it is totally because of the support of my teachers and the University.

**Q: According to you, what are the three mantras to get placed?**

**Ans:** Hard work, determination, and expect the unexpected. Don't take it as a semester exam where you study for scoring marks. Take it as a competitive exam, where your main objective is to crack the test. Be yourself. Be relaxed. Smartness and confidence are the most sought after attributes.

**I gathered information about the company, brushed up my basic computer skills, read newspapers to be aware of current affairs**



Sixty Three students currently pursue an undergraduate course in the Department of Nanotechnology, SRM University. The department already has a patent to its name. A multi-disciplinary field, Nanotechnology embodies the lessons and principles of just about every field in engineering. To delve deeper into the subject, **Priyanka Prasad and Rachana Asapu** of Spectrum spoke to **Mr. C. Gopalakrishnan**, the Head of the Department. He held forth on a wide range of topics, from patents to projects, including the ongoing project, *The Development of Nanofilters for Water Purification and Removal of volatile organic compound contaminated air*, in collaboration with, and funded by, the Department of Biotechnology, Ministry of Research Science and Technology, Government of India. Excerpts:

**Question: When was this Department established in the University?**

**Answer:** It was established on December 2, 2006 and initially began as a Department of Research in 2007. It, in coordination with the Department of Physics, started offering the undergraduate degree in 2009 and now boasts of 63 undergraduate students apart from the regular post-graduate and PhD students. Mr. R. Shivaraman is a PhD student who got a job offer at Seagate, U.S.A, with a \$200,000 pay package. He has made us really proud.

**Q: Is SRM having the necessary equipment for research in nanotechnology? Also, how does the University help by way of funding?**

**Ans:** We have advanced equipment like the X-Ray Diffractometer, Atomic Force Microscopy (AFM) and Scanning Electron Microscopy (SEM). These highly expensive equipment that are upgraded regularly, are completely open for students' use for projects and research. The University is providing us with an excellent funding for research and is fully supporting us in our endeavours. They

# SRM gets patent for Fabrication of Metal Nanodots: Mr. Gopalakrishnan



Mr. Gopalakrishnan

provide us with an amount of about Rs. 8,000-12,000 solely toward scholarships for PhD students.

**Q: Are there any projects in progress now?**

**Ans:** Yes, we are working on a number of projects, like the development of nano particles for cancer therapy. Another one of our projects is the development of nanoparticles for the detection of gas composition. This will help in determining various minute details, like time, after a bomb blast. Fabrication of Metal Nanodots, one of our projects, has been patented.

**Q: Which areas in science, do you think, will feel the impact of nanotechnology?**

**Ans:** I cannot think of any area that will not. Nano is not a fancy name, but a measuring scale. This highly multidisciplinary area has further integrated every field known to humans. For example, in health care, the various powders and talcs we use contain nanoparticles such as zinc probes. Atoms compose every substance, and wherever atoms come into play, nanotechnology does too.

**Q: What is the impact**

**of the nano sciences on MEMS?**

**Ans:** The micro electromechanical system or the MEMS is slowly losing the race to nano electronics. As its name suggests, it is electronics at the level of  $10^{-9}$  metres. The range of a nanoparticle is between 1nm to 100nm and after 100nm, the particle starts to behave like bulk material. Currently, the technology for equipments like mobiles is at the micro level. The USA is a major player in this field while India lags slightly.

**Q: Another common terminology heard with respect to this science is smart nanoparticles. What are they?**

**Ans:** I don't have an exact definition for this term as it is subject-specific and a sensitive topic, but the closest would be any nano particle that changes its properties depending on its necessity and suitability is a smart nanoparticle. It has different properties in different situations.

**Q: What are the major challenges faced by a nanotechnologist?**

**Ans:** Well, a few questions arise when we talk about nanotechnology. We basically lack a complete understanding

of this science. There is always a lot more to learn about it and also about the consequences of this science falling into the wrong hands. Everything that is invented or discovered has two ends to it, both the good and the bad.

**Q: What, according to you, is India's future in this field of science?**

**Ans:** India has to go a long way in doing research and understanding the basic principles of nanoscience. Without a second thought, I can say that this science will change the economic scenario of the world, especially that of India. It will have a major impact on our lifestyle.

**Q: What is the basic level required for a student who aspires to take up nanotechnology?**

**Ans:** Nanotechnology is a branch related to both science and technology. Any student with a basic qualification in sciences or engineering can take up masters in nanotechnology. It solely depends on the interest the student shows in learning the subject.

## FACE TO FACE

## SRM keen on global consortium for research in nanotechnology

By Navneet Iyengar



Dr. Baldev Raj

Thermal imaging was a novel method of diagnosing and studying implications of diabetes.

Interestingly, the new method would also be useful in treating disorders in heart and brain observed Dr. Baldev Raj, Director of Indira Gandhi Centre for Atomic Research (IGCAR) while inaugurating the three-day International Conference on Nanoscience and Nanotechnology (ICONN 2010).

The Department of Physics, SRM University, organised the event as a part of the Silver Jubilee celebrations of the institution in association with IGAR and the Council for Scientific and Industrial Research.

The conference attracted more than 400 researchers and scientists from Indian and International universities with the rare mixture of six plenary lectures, 17 invited talks, 65 oral presentations and 140 poster presentations during the conference.

Stating that SRM University is spearheading research in this area along with IGAR in collaboration with MV Diabetes Foundation, Chennai, Dr Baldev Raj said, "Thermal imaging can do accurate screening in this aspect and it has been proved after extensive research."

Delivering his presidential address, Prof. P Sathya Narayanan, Vice Chancellor of SRM University, expressed his keenness in setting up of a consortium of universities to allow participants from all over the world to engage in discussions on cutting edge research in nanotechnology. This would be linked to research with universities from Japan, Taiwan, Israel, India and South Africa, he added.

Dr. Baldev Raj said, "With strong focus on research, this consortium would have more young people taking up research in this field and the IGAR would act as a catalyst."



# Tackling cyber crimes demystified at COMSPEC '10

By Shreya Chandrasekhar and Deepak Pinninty

Hundreds of participants from colleges in and around Chennai participated in COMSPEC '10 organised by the Department of Electronics and Communication Engineering as a part of the annual technical symposium at the Kattankulathur campus of SRM University.

Mr. C. Vinod and Mr. B. Sriram, delegates from BSNL and Nokia Siemens respectively were the Chief Guests at the inaugural function of the event that was also graced by Mr. Satender Singh, Chairman, Nokia Siemens.

Starting with Frisbee, a pre COMSPEC '10 event, there were nine more events that tested the technical knowledge of the participants.

Frisbee had two teams of five members each competing against each other. The fun-filled Frisbee matches saw an enthusiastic participation from students of all faculties.

Events like Paper Presentation, Model Display, Autobot, Quiz, Circuit debugging, IC Quest, Gaming, Labyrinth and Showdown attracted a large number of participants.

An interesting workshop post COMSPEC '10 was HACXPLODE, where over 400 students from across Chennai got to know about mobile hacking and internet security. The Inspector General of Police, Tamil Nadu, Mr. Abash Kumar, and 20 policemen and three cyber crime specialists attended the two-day workshop.

Mr. Sunny Vaghela, famous cyber crime specialist and CTO and Director of TechDefence Pvt. Ltd, explained in detail the various aspects of hacking to the participants.

Stating that hacking threats can come from different sources including internet and mobiles, Mr Vaghela explained the ways and means of securing oneself from such threats. "The cyber crime specialists of India can track any criminal to his centre of activity with the help of people like Sunny," said Mr. Abash Kumar during the end of the workshop.



Students studying a poster.



Mr. Abash Kumar addressing the gathering.



Students participating in various events.

## The flying disk captivates SRMites

By Tirthankar Jana

Hundreds of SRM University students scampered past one another to reach the goal post, trying to get a grip on the lighter-than-air Frisbee that sailed from one hand to another.

With this a new version of rugby was introduced to SRMites during the recently concluded COMSPEC '10, the annual national-level technical symposium.

Students of the Department of Electronics and Communication Engineering in the University got a glimpse of the Frisbee, the flying disk.

The Frisbee event was used as a promotional

vehicle for COMSPEC and it was the brainchild of Prateek Shah, Saheb Jain, Risabh Singh, Karthik Arumugam, Vibhas Trivedi and Vancha Vivek. It aims at bringing both boys and girls together on the same playing pitch for the first time and it was met with an overwhelming response from 20 enthusiastic teams.

"The format made it quite interesting," says Vancha Vivek, III Year, ECE adding, "There had to be seven members in the team, of which two were substitutes and among the five players on the pitch, it was mandatory to have at least one female participant."

Says Vibhas, another ECE III Year student,

"There were 20 teams participating and it was on a knock out tournament basis. We decided to make the format more intriguing by automatically transferring the team with the best margin of victory to the second round."

After some electrifying and pulsating action, the winning team from ECE, having a mix of First and Third year students, got a reward of Rs.1000. Anirudh, a First Year ECE student, was the team leader.

The organisers are very happy with the response generated and they are already looking forward to next year's event, with the prospect of yet another tantalising contest.



## Workshop on Laser techniques in biomedics

By Shreya Chandrasekhar and Sharoni Mitra

The Department of Bio medical Engineering, SRM University, recently organised a one-day workshop on "Project Planning and Its Implementation in Biomedical Engineering".

Delivering a Special Lecture on the occasion, Dr. Megha Singh, Director of Centre for Biomedical Engineering, S.G.N. Educational Foundation, Chennai, highlighted the use of LASER technology in the field of biomedical instrumentation and the bioengineering methods used at the cellular level.

He also focused on the goals to develop tools and techniques that would ultimately lead to the well being of an individual. The development of the artificial organs requires the knowledge of mechanics and statistics, he said.

Later, the participants were exposed to the various applications of LASER techniques in the modern medical scenario. To list a few, LASER is used in optic surgeries, skin treatments, angioplasty and cancer diagnosis.

The workshop was an eye opener for many students as far as selection of projects was concerned. Says Shaleen Dwivedi, III Year BME student, "After attending the workshop, I have realised what to exactly look for and concentrate on while selecting my project."

By Shruti Iyer

If you see some students with the serenity of the Laughing Buddha, don't get puzzled. The puzzle has been figured out.

Seventy Five students of SRM University spent their weekend relaxing. While the majority of SRMites probably tossed and turned in their beds, these Laughing Buddhas attended the Youth Empowerment and Skills (YES) Plus workshop recently held at the Kattankulathur campus of the University.

World Alliance for Youth Empowerment (WAYE) organised the workshop in association with Sri Sri Ravi Shankar's Art of Living Foundation. Mr Khurshed Batliwala and Mr Dinesh Ghodke are the joint directors of WAYE.

Dr. Vinod Kouchupillai, Director, SRM Medical College and Research Centre, and Dr. Gayathri Ramanathan, Associate Professor, Anesthesiology, were instrumental in bring in the YES! Plus workshop to SRM University.

The workshop was innovative, fun-filled and trained the participants in life skills with an idea to empower the youth with high energy levels and a stress-free mind.

Sharing his experience with Spectrum, Pranav Sharma, an engineering student, said, "YES! + was a refreshing experience. I have learnt to live life to the fullest and to always be happy in the present moment. I am now a strong, determined and confident person."

The participants went through practical sessions that helped them to know as to how to combat fatigue,

# YES! IT IS BACK!

## Seventy Five students attend two-day workshop on Youth Empowerment and Skills Plus

monotony and tension.

Ms Anjana Gala and Mr Vivek Nagrajan were the resource persons of the workshop, which targeted the physical, mental, social and emotional aspects through yoga and pranayama.

Students who participated in the workshop described it as 'A platform to Go MAD! (Go Make a Difference) wherever and whenever!'

Explaining the outcome of the workshop, several students said that it had helped

them overcome personal barriers, unhealthy habits, or inhibitions that had held them back till now.

Ragavashish, an engineering student, said, "I quit smoking, thanks to the workshop."

Another engineering student Sumedha Das, remarked "Being a fun inspirational leader, kicking out stage fright, possessing the ability to flush out stress, understanding the true value of life, happiness, friendship and commitment; these are just

the by-products of doing YES! +."

It is the second time that the workshop was held at SRM. The first workshop was held during October 2009 with fifty people taking part in the workshop then.

Due to the success of the first two workshops, the organisers are planning to hold the third one in April. For registrations, contact: Mayank or Tulika on 9884848450 and or 9884779482.

## SAE Club puts students to test

By Varun Krishnan

The SRM SAE (Society of Automotive Engineers) Collegiate Club is conducting myriad intra college events for its club members. The first of these events was the 'Technical Paper Presentation', which was held in February. A total of 15 students participated in this competition. The organiser for this event was Amit Suman, a III Year Auto-

mobile Engineering student.

The students presented papers on topics like Automotive Electronics, Auto testing and Instrumentation, Communication Network, Nanotechnology and Advanced Light Weight Materials. The first prize was bagged by K. Prithvi of III Year, Automobile Engineering, for his paper on Automotive Application of X-by Wire

Technology. However, it was Nishant Pujari of I Year, Automobile Engineering, who stole the show by bagging the third prize for designing a 6-stroke engine in his first year of engineering itself.

Another event was the Theatre of War on the March 15, which was a battle tank fabrication competition organised by Saurav Kumar of III Year, Mechanical Engineering. A

total of 25 teams registered for this event.

The event Contraptions organised by Sourav Chatterjee of III Year Mechanical Engineering, witnessing participation from 13 teams, was held on the March 19. These events were conducted to keep the members of the SRM SAE Collegiate Club active and in a bid to provide exposure, encouraging practical learning among the member students at the same time.

## Guest lecture

Dr. Sita Deepak, Director, Sanjeevani Ultrasound Diagnostics, Chennai, recently delivered a guest lecture on "Diagnostic Ultrasound Imaging" at the Biotechnology Auditorium. The Department of Biomedical Engineering organised the lecture. Dr. Deepak highlighted the various methods of producing and focusing an ultrasound beam into the body. She explained in detail the basic properties, types and applications of ultrasound in medicine.



# Buzzing with dee's and da's

**By Ritika Agarwal**

A class in the University Building after the regular hours of college is abuzz with *dee's* and *da's*. To passers-by, it may appear as cacophony, but to the young participating enthusiasts it's communication via radio waves.

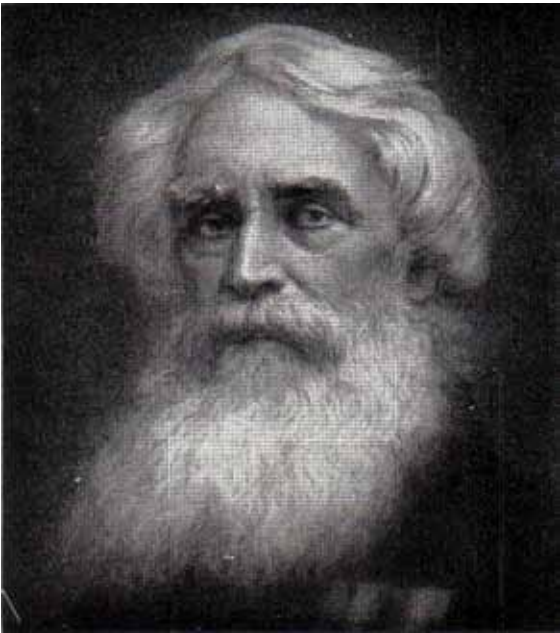
Mr. Shanmugham's eyes twinkle each time SRM University students successfully decrypt his message that consists of just buzzer sounds.

Morse Code, which is a combination of mere short buzzer sounds, is a complete language in itself. It is the most popular code used for HAM communication or amateur radio.

Ham Radio helps to communicate by radio waves among fellow licensed Hams across the world. It might appear a bit cumbersome in today's time of instant voice communication, yet it is enthralling for the Hams.

When natural disasters occur, the regular communication channels fail. In such desolate times, a makeshift ham station helps in transmitting urgent messages. A licensed Ham operator can set-up his own station with sensitive radio transceiver. To become a licensed Ham operator, one needs to clear ASOL examinations conducted by Department of Telecommunications, Government of India.

Morse Code Alphabet		
The International morse code characters:		
A .-	N -. .	0 ----
B -...	O ---	1 .----
C -.-.	P -..-	2 ..---
D -..	Q ---.	3 ----.
E .	R -. .	4 ....-
F ..-	S ...	5 .....
G --.	T -	6 -....
H ....	U ..-	7 ----.
I ..	V ...-	8 ----.
J .---	W -. .	9 ----.
K -.-	X -..-	Fullstop .----
L -.-.	Y --.-	Comma ---..
M --	Z ---.	Query .....



Samuel Morse



HAM Radio set



Morse code machine

The Ham operators can operate their stations only on allotted frequencies. They can have their conversation aired either by voice, Morse Code or by Single Side Band Transmission (SSB).

Samuel F. B. Morse invented Morse Code, which is the best way to transmit messages

during unfavourable weather conditions, in 1844 and his first message was 'What has God wrought?'. Mr. Shanmugham, a seasoned Ham operator, lends his precious time to teach Morse Code to SRMites on weekdays from 5 pm to 6 pm. Students from across the

streams and years can participate in these fun-filled classes. Once the students become licensed Ham operators they will be eligible to start a Ham Radio Club on the campus. The club is expected to conduct various activities like 'Fox Hunt' and designing of transmitter and receiver units

of Ham Radio. "Initially, learning Morse Code will be tiresome, but once you get the hang of the sound, it is indeed fun communicating in beeps and buzzes." The sparkle in the eyes of students vouches for it" says Kanika Arora, III Year, Electronic and Communication Engineering student,

## ECE students to make e-Wallet a reality

**By Tirthankar Jana**

How does it feel when you have to keep waiting in a line under the blazing sun at an ATM? Are you annoyed because the shopkeeper does not have small change to complete the transaction? Well, such situations will soon be history.

IfATM was a revolution, the E-Wallet is the latest entrant that can redefine technology and business. Having nurtured the idea a few months back, Sparsh Gupta, Sarthak Parashar, Sankar Narayan Dutta, Rahul Raj, and Saurav



The e-wallet team.

Lodha and presented it at the IIT Bombay sponsored event *Eureka* last October. Says Sparsh Gupta, III Year, Department of Electronics and Communication Engineering,

"Mobile phones have become a part and parcel of the life of an average Indian, so why not go beyond the calls, messages, GPRS, and explore banking?" Explains Sarthak, "We want

to enable money transaction through mobiles, so that the user sends a message to a service number provided and after confirming the details of the potential transaction, the e-wallet allows users to make electronic commerce transactions quickly and securely."

"It involves no hazards and is easy, fun and fast," adds Sankar.

They earlier represented SRM University at 'Bizbonia', a business event that was held in November last. Even though they did not finish first, the jury members were

impressed by the creativity and vision orchestrated.

Appreciating the support extended by the Head of H.V.K Info Systems in Chennai, Saurav says, "He was a constant source of inspiration. He really liked the idea and urged us to move ahead."

Although they started this venture with the sole intention of doing business, they are now developing the technological issues. As a result, the Head of the Department, ECE have given them the official nod to move ahead.

The journey is not over. It has just begun.





L to R: Soundararajan, Prof & Head, Department of Nephrology SRMC, Porur and Prof. Amalorpavanathan, Convener Cadaveric Transplant Programme, Government of Tamil Nadu, with students.

# TN top in cadaveric transplants in India

*SRM Medical College observes World Kidney Day*

**By Karishma Lodaya and Chinmayee Mishra**

Tamil Nadu has the highest number of cadaveric transplants in the country. Perhaps the number is close to nine times the national average. The transplants helped the state government to save the lives of hundreds of patients suffering from ailments related to kidney, heart, liver, and lungs, according to Prof. Amalorpavanathan, Convener Cadaveric Transplant Programme, Government of Tamil Nadu.

He was speaking as the chief guest at a conference on the occasion of the

World Kidney Day held recently at SRM Medical College and Research Centre (SRMMCRC). The Medical College has been organising the conference for the past three years. This year's focus was on issues related to controlling diabetes and kidney protection.

Giving details of the government's Cadaveric Transplant Programme, Prof. Amalorpavanathan said, "In the past 18 months Tamil Nadu doctors had performed transplant surgeries on 422 patients of which 16 were heart transplants, two lungs, 63 liver, 148 kidney, 105 cornea and others."

Later, speaking on the occasion, Prof Soundararajan of Sri Ramachandra Medical College, said, "There has been an increase in the number of people dying of non-communicable disease since 2005."

Stating that disease, finance and logistics were the three main burdens for the people in India, Prof Soundararajan said, "Ninety per cent of the affected people never see a doctor resulting in loss of lives."

Prof Soundararajan is the Professor and Head of the Department of Nephrology at SRMC, Porur.

## Public health body's TN chapter launched

**By A Spectrum Reporter**

The Indian Public Health Association's (IPHA) Tamil Nadu Chapter was launched recently during the two-day national-level seminar on Micronutrient Malnutrition to bring all public health professionals onto one platform and help prevent health problems on a mass scale.

Prof Satish Kumar, Dean, School of Public Health, SRM University, welcoming the audience, said, "We expect this Chapter to focus on the coverage issues leaving behind the problems related to health. The Chapter will identify the various problems among different communities and prioritise them."

Stressing the need for the Chapter in Tamil Nadu, Dr. Satish Kumar, Chief UNICEF Field Office of Tamil Nadu and Kerala, said, "The Chapter is expected to safeguard the identity and the scope of the work of the public health professionals,

change demography that affects the accessibility to various areas, empower the people to participate in health programmes that affect their life pattern." He was delivering his Keynote Address at the function.

He also added that the two major challenges faced by public health department were affordability to capture market and access of any entry barriers in public health professionals.

Explaining about the female literacy rate and other sectors where Kerala is far ahead of Tamil Nadu, Dr Elango, Director, Public Health, Tamil Nadu Government, in his inaugural address, said, "In the field of Public Health Centres Tamil Nadu stands equal to Kerala."

Dr Sandip Ray, a professor in Community Medicine and former General Secretary of IPHA also presented slides showing the vision and the history of the association.



*Members of the newly formed association.*

## Dr Sengotti gives a lowdown on budget to journalism students

**By Ratnika Sharma**

Soon after the Union Finance Minister, Mr Pranab Mukherjee, presented an inflationary budget for the fiscal 2010-11 in the Indian Parliament, the journalism students of SRM University were given a lowdown on the making of the Union budget.

Delivering a Special Lecture on the budget recently, Dr K Sengotti, the Dean of Faculty of Science and Humanities, explained the complex process involved in the making of the Union budget. Dr Sengotti is an ex-

**soon after the union budget for the fiscal 2010 - 11 was presented in the parliament**

pert on public administration, public affairs and governance.

Stating that the entire process of budget making involves four basic steps, Dr Sengotti said that they are Preparation, Enactment, Execution and Audit and the Legislative process.

Elaborating on the procedures involved in drawing funds to meet government expenditures, the Dean said, "There are three kinds of funds in India from where the various governments and their agencies can withdraw money to meet budgetary allocations. The funds are the Consolidated Fund of India, Public Fund of India and the Contingency Fund of India."

The lecture proved to be important for journalism students as the analysis of this year's annual budget was made easier with the legal and procedural background.



*Dr Sengotti briefs journalism students on what is involved in the budget process.*



Students at  
SRM Tech Park



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

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Hand Conditions  
Neurology  
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Orthopaedics  
Paediatric Neurology  
Sports Physiotherapy  
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Hand Conditions  
Neurology  
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B.D.S

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Oral and Maxillofacial Surgery  
Orthodontics  
Periodontics  
Prosthodontics

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B.Ed.

B.C.A.

B.Sc.

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Information Technology  
Computer Science & Technology  
Biotechnology  
Bioinformatics  
Information & System Management  
Applied Mathematics  
Visual Communication  
Hotel & Catering Management  
Film Technology

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Public Administration  
International Relations  
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Biotechnology  
Bioinformatics  
Computer Science & Technology

Information Technology  
Visual Communication  
Hotel & Catering Management

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



By Sunandini Chakraborty

Counselling students and channelising their talents in the right direction is the need of the hour, declared Dr T R Pachamuthu, the Chancellor of SRM University.

To do this, Dr Pachamuthu said, the HR head honchos of various organisations should act as a bridge between the company and the students by extending proper training to students at their respective institutions.

"We are ready to extend our support for such initiatives. In this connection, I am inviting business organisations to set up an industrial park on 30 acres of land on our Kattankulathur campus and make use of an incubation and research centre on at least 80,000 sq. ft. to work in the areas of computer science and biotechnology," he announced.

He was speaking during the inaugural function of the day-long seminar on *HR – The Change Manager* that was organised by Ascent HR Forum (*The Times Of India* Group) in association with SRM University.

Over 2,000 delegates representing companies from across the country and students attended the event.

Inaugurating the event, Chief Guest Swami Sukhabodananda stressed that HR professionals should learn how to 'respond' to a particular situation and not 'react' because 'reaction' builds pressure on the mind and prevents it from recognising the opportunities available.

Advising the future HR professionals to learn from the past failures, Swami Sukhabodananda said, "Dissatisfaction of past creates distrust of present, which creates distaste of future."

## HR should act as a bridge between the company and students, says Chancellor

### And invites industries to set up industrial park at Kattankulathur



Mr B Santhanam, Managing Director of Saint-Gobain and President of Employers Federation of India addressing the gathering.

**We are ready to extend our support for such initiatives. In this connection, I am inviting business organisations to set up an industrial park on 30 acres of land in our Kattankulathur campus: Chancellor**

He further suggested that a business enterprise should never be ego-driven but should always be goodness-driven in order to achieve success.

Earlier, welcoming the delegates, the Vice Chancellor of SRM University, Prof. P Satyanarayanan, said that the management students in universities abroad get an opportunity to learn through the process of experiential learning. "That is not happening in India. Hence, HR managers should play a key role bridging the gulf between industry and the students," he suggested.

In his keynote address, Mr B Santhanam, Managing Director of Saint-Gobain and President of Employers Federation of India, said that

there was a huge demand for HR professionals today. "The industry needs 50,000 HR professionals but Indian universities churn out about 10,000 professionals every year. There is a shortage. This is a big career opportunity for freshers," Mr Santhanam said.

With changing trends, the HR professionals have redefined their roles and have become the key leaders in helping their organisations prepare and manage their manpower. "Who is better than a HR professional to study and understand the minds of people?" asked Mr C V K Maithreya, Director, Professional Consultancy Services, during the seminar.

Stating that today HR professionals have moved

beyond their administrative role, Mr Maithreya said they emerged as change mentors and strategic business partners.

The inaugural session was followed by three panel discussions, which were attended by Mr E. Balaji, CEO and Director, Ma Foi, Mr V Ramachandran, Senior Director, HR, Motorola, Mr Ravishankar B, Senior Vice-President, HR, HCL Technologies, Mr Adil Malia, Group President, HR, Essar Group, and Mr G D Sharma, President, HR, BGR Energy Systems.

Others included Ms Aparna Ballakur, Vice-President, India at Yahoo!, Mr Manmohan Bhutani, Vice-President, People and Operations, Fiserv India, Mr Surajit Maitra, General Manager, HR, CSE India, Ms Nina Chatrath, Practice Head, Leadership & Talent Consulting, Korn Ferry India, Mr K S Bakshi, Head – HR, Indigo Airlines, Mr K A Narayan, President – HR, Raymonds and Mr Raghavendra K, Head – HR, Infosys BPO.

## HR HONCHOS



Registration



VIPs on dais



Head honchos



More honchos



A few more

## Sports quota selection trials on April 6

By A Spectrum Reporter

SRM University will hold trials for Sports Quota Admission at its Kattankulathur campus on April 6 and 7 for the coming academic year. Those seeking to join engineering, management, science and humanities, and hotel management courses

through the sports quota for the year 2010-2011 can take part in the trials.

The trials will be held in the following sports: **Men** – Ball Badminton, Basketball, Badminton, Table Tennis, Tennis, Chess, Cricket and Volleyball **Women** – Ball Badminton, Badminton, Tennis, Table

Tennis, Basketball, Chess and Volleyball. Those interested (both men and women) are requested to report along with their testimonials and certificates at 9.00 a.m. on April 6 at the University campus in Kattankulathur. For more details, contact no.9444357775, 9443881007, 9840431831 and 9444255724

## Workshop on biomedical project planning

By Shreya Chandrasekhar and Sharoni Mitra

The Department of Biomedical Engineering, SRM University, recently organised a one-day workshop on "Project Planning and Its Implementation in Biomedical Engineering". Delivering a Special Lecture on the occasion, Dr. Megha Singh, Director of Centre for Biomedical Engineering, S.G.N. Educational Foundation, Chennai, highlighted the use of LASER technology in the field of biomedical instrumentation and the bioengineering methods used at the cellular level. He also focused on the goals to develop tools and techniques that would ultimately lead to the well being of an individual. The development of the artificial organs requires the knowledge of mechanics and statistics, he said.



# SRM bags award at *Riveira*

By Aparna Nair & Tirthankar Jana

SRM University's nine-member team won the third place in the fashion event at *Riveira*, the annual international sports and cultural festival, organised recently at Vellore Institute of Technology in Vellore.

The team has been making a steady progress in recent times, and the third place finish in Vellore justifies their fashion statement.

Apart from Tariq Aslam and Sankeertana, the SRM fashion team consisted of Shriya Gurumurthy (Year III EEE), Shruthi (Year III BMI), Hena (Year I BioTech), Shruti (Year II ECE), Jai (Year III CSE), Bilawal and Samudra (Year IV Mech).

"We worked tirelessly for almost two weeks before to the show and this year's *Milan* was a good launch pad for us," says Sankeertana, a Year III BioTech student,

Agrees Tariq, a Year III ECE student. "It was the perfect way to prepare ourselves. By the time we were participating in the preliminary round, we knew we had a massive chance. Full credit to the team, we pulled our socks up and were geared up" he says.



SRM Students at *Riveira*

The presence of top film stars like Kamal Hassan and Sonal Chauhan at the VIT fest made the event even more special for them.

"The ramp was intimidating. The atmosphere was electric. Walking down the ramp for those 10-15 minutes was exhilarating" remarked Tariq. Bikes and music have always been Tariq's passions, and indeed it was their theme.

Sankeertana feels they are yet to develop the professional attitude of their counterparts from Manipal. "They were a joy to watch, even as a rival you had to stand up and cheer them."

Tariq feels it is time SRM University backs them. "We are thinking of handing over the shield we got at Vellore to the University and we hope the authorities support us in our future endeavours."

The team is already looking forward for its visit to Manipal in early March to participate in a fashion competition there. Paying tributes to their team mates, Sankeertana says, "I would like to thank all my team mates, and working with them was a good experience."

Tariq feels it all came down to team effort, but with both of the opinion that there is still room for improvement.

## 230 take part in workshop on embedded robotics

By Trisha Anand

Over 230 robo geeks from different colleges around Chennai recently gathered for two days at SRM University to take part in a *Workshop on Embedded Robotics* and learn all about autonomous robotics.

Yogiki Inc., a SRM alumni entrepreneurial venture located at the University's Incubation Centre, organised the workshop at the Kattankulathur campus in collaboration with IIT Roorkee, as a part of its Robotics Workshop Outreach Programme, said Anindya S. Mukherjee, a member of the core team of company.

Stating that the workshop focussed on the second level of autonomous robotics, Anindya said, "Robotics is mainly considered to be an amalgamation of design idea, structure assembling and intelligence. The intelligence part is responsible for full control of an autonomous robot and this is what we focussed on during the workshop."

Anindya and Saurav Kumar Singh, another alumnus of the 2009 B.Tech batch, were the resource persons for the workshop who helped participants try out newer and innovative programming techniques and come up with different new ways to do the conventional things in robotics.

Other core members of Yogiki team include Anirban Chowdhary, Dipti Ranjan Biswal and Rajiv Ranjan.

All the participants were exposed to embedded robotics for five hours of free training and were given an access to the Yogiki Labs and at the end of it they were issued certificates jointly by IIT Roorkee and Yogiki Inc.

"In addition, the participants were given a robotics kit designed indigenously by Yogiki Inc. at a subsidised rate," said Anindya.

After the workshop, Chandan Jaiswal, II Year Information Technology engineering student, was chosen to be the student ambassador of IIT Roorkee's tech fest *Cognizance 2010* at SRM. He can be contacted at 9884126827 or sameertopper@gmail.com for any information on *Cognizance 2010*.

Spurred by the success of the workshop, the Yogiki team is looking forward to organise more such events and has plans to invite students for summer internships this year. "Those interested can contact Yogiki Inc. on any one of these numbers 9884536840 and 9884348541, and or through these e-mails infoyogiki@yogiki.com, workshop@yogiki.com or the company website: www.yogiki.com," added Anindya.

## Over 200 people take part in a diabetes screening camp

By Debojyoti Roy

Two faculty members of the Department of Biomedicine Engineering (BME) under the Faculty of Engineering and Technology, SRM University, recently conducted pain-free tests during a three-day screening camp on over 200 people and collected data related to diabetes mellitus and cardiovascular diseases.

The screening camp was organised in association with SRM Hospital and

Research Centre (SRMHRC), Kattankulathur and the Indira Gandhi Centre for Atomic Research (IGCAR).

"We used the non-contact thermal imaging technology that takes the help of Infrared Rays," said Mr S Sivanandam, an Asst. Professor in the Dept of BME. The other faculty member was Ms T. Jayanthi, Assistant Professor (OG) of the same department.

"This technology, which is still in research phase, detects abnormalities in the human body's heat signatures. It

**"We used the non-contact thermal imaging technology that takes the help of Infrared Rays,"**

could be potentially used in early detection of diseases like cancer. If a patient was found to exhibit patterns of cardiovascular problems or diabetes, conventional examinations such as ECG, and glucose tolerance tests (GTT) would be carried out to confirm the condition," he

explained.

Further, Mr Sivanandam said that the data collected during the camp would be used to evaluate the accuracy of the thermographic technology. Mr Sivanandam is doing his research in the area of electromagnetic interference and compatibility, while Ms

Jayanthi is doing a study of biomedical instrumentation, biomedical signal and image processing.

Stating that all particulars of the test results will be available for the camp participants after 15 days, Mr Sivanandam said, "It was basically organised to educate people on the causes, early detection and treatment methods and availability of new technologies for treating diabetes and cardiovascular diseases."



# Over 100 scientists try to visualise visibility and invisibility for 5 days

*At 10<sup>th</sup> Asian Symposium on Visualisation thru' 12 lectures and 92 abstracts*

*A glimpse of the future was also seen at the 10<sup>th</sup> ASV, with Prof. Nakayama giving some insights into his current research on a water-based apparatus, aimed at reducing stress levels in humans.*



*The Pro Vice Chancellor, Dr.T.P.Ganesan, with the dignitaries.*

**By Debleena, Sooraj, Pradeep and Snagamitra**

When the School of Mechanical Engineering organises a symposium on visualisation, it is natural to be curious about what it has to do with engineering. In the words of 94-year-old Prof. Yasuki Nakayama, the founder of the Asian Society for Visualisation, visualisation is nothing

but making the invisible, visible.

This was just one of the inputs gained at the 5-day 10<sup>th</sup> Asian Symposium on Visualisation (ASV), held in association with the Asian Society for Visualisation, at the T.P. Ganesan Auditorium recently.

The event mainly dealt with the applications of flow visu-

alisation, which is aimed at understanding the behaviour of substances flowing around objects and using these in bettering existing engineering techniques. It was attended by over 100 delegates from around the world, with 92 abstracts and 12 keynote lectures being presented.

A glimpse of the future was also seen at the 10<sup>th</sup> ASV,

with Prof. Nakayama giving some insights into his current research on a water-based apparatus, aimed at reducing stress levels in humans. With the hectic lives humans lead today one hopes that he succeeds!

Some of the research done proved extremely cost effective and useful, like the effect of sound on a stream of gas.

“If this research is applied to modulate the noise made by jet engines, we could have much more efficient aircraft in future,” said Prof. Leenus Martin, Head of the Department of Automobile Engineering and one of the organising secretaries for the programme.

Shedding light on some of the facets of visualisation, Dr. Ethirajan Rathakrishnan, faculty at IIT Kanpur and Chairman of the 10<sup>th</sup> ASV, said that students today had great potential in taking the concept of visualisation further.

Indian talent was also given its due, with many foreign delegates stating that some of the work done by Indian researchers was worthy of being presented at international forums.

SRM University was praised for the quick and efficient organisation of the event at short notice, which was originally intended to be held at IIT Kanpur.

The foreign delegates were given a healthy dose of Indian culture through a performance of Bharatanatyam by artiste Vijay Madhavan and a visit to popular destinations like Mahabalipuram.



*Participants registering for the 5-day event.*



By Abhishek Panikar and  
Rachana Rao

Students donned the corporate attire, debated, advertised, traded stocks, put their business acumen to the test, and posed as journalists for this year's edition of *Commune '10*.

Management skills of students were put to the test during the recently concluded third edition of *Commune* at the Kattankulathur campus of SRM University.

The Student's Association of Management Studies (SAMS), an SRM School of Management initiative, organises *Commune*, a national-level technical festival. Various events are held for undergraduate and postgraduate students during *Commune 10* and this year over 450 students participated in it from over 38 colleges. The Knowledge and Media partners were Madras Management Association (MMA) and *Business Line* newspaper respectively.

Events like The Best Leader, The Stock Wars, The Debate, Ad-zap, Business Quiz,



Members of the student organising committee.

## Over 450 B-School students showcase their corporate skills at *Commune '10*

and Corporate Walk were conducted apart from which Stock Wars and Mock Press Meet were an addition this year. While the Debate was held only for undergradu-

ate students, the Mock Press Meet was only for the postgraduate students. With the idea of grooming students for the future corporate world, each event proved to be a

zestful experience for the students. Seven rounds of energetic and lively sessions characterised the event Best leader. Judging was based primarily upon leadership

skills across various facets; it ended on a high note with the last round being a Treasure Hunt of SRM. Business Quiz, on the other hand, pitted students against one another testing their business acumen and knowledge of the corporate world. Students took part in Stock Wars to be judged on their familiarity with the bulls and bears of the market. Students posed as journalists in the Mock Press Meet and asked questions to CEO's in a mock press conference format. In Corporate Walk, students had to dress as professional executives in a corporate themed fashion show.

For the closing ceremony the chief guests were Ms. Shri Vijaya Raman, CITI Telecommunications, CITI Bank along with the Associate Director Dr. C. Muthamizhchelvan and Mr. S. Arun Kumar, Asst. Professor, who was the convenor of *Commune 10*. Praising the institution, Ms. Raman hoped that the next edition would be even better.

VELS University won the overall championship with Vinayaka Missions University as the runners up.

## SRM duo present papers on cloud computing at Singapore meet

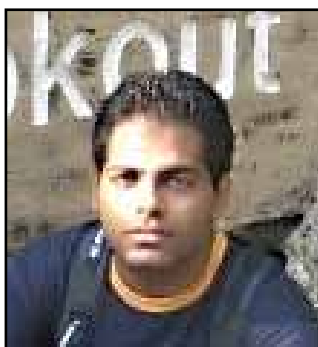
By A Spectrum Reporter

At least 190 papers from around the globe were presented at the 2010 International Conference on Communication Software and Networks (ICCSN 2010) that was recently organised at Singapore.

Aman Bakshi and Yogesh B, final year Computer Science Engineering students from SRM University, were chosen for oral presentation from India. They presented a paper on providing security in cloud computing.

Their idea is based on providing security against distributed denial of service attacks (DDoS) based on the latest trend in computing called cloud computing using technologies like Honeypot and Intrusion Detection System (IDS).

An IEEE body, International Association of Computer Science and Information Technology (IACSIT), the organiser of the



Aman Bakshi

conference, is a registered non-profit international scientific association of distinguished scholars engaged in Computer Science and Information Technology. The IACSIT members include research and development centre heads, faculty deans, department heads, professors, research scientists, engineers, scholars, experienced software development directors, managers and engineers, postgraduate and undergraduate engineering and technology students. IACSIT plays an influential role in promoting developments in Computer Science

It is one of the leading international conferences for presenting novel and fundamental advances in the fields of Communication Software and Networks

and Information Technology in a wide range of areas. The mission of IACSIT is to foster and conduct collaborative interdisciplinary research in the state-of-the-art Methodologies and technologies within its areas of expertise.

All papers in the conference proceeding are published in well-known journals like *IEEE*, *Academic Press*, *Springer*, *ASME*, *World Scientific Press*, *Atlantis Press* and *SPIE*, and will be submitted to the major services for indexing.

ICCSN is an annual international forum for state-of-the-art

research in Communication Software and Networks. The first ICCSN 2009 was held in Macau, China in February 2009.

It is one of the leading international conferences for presenting novel and fundamental advances in the fields of Communication Software and Networks. It also serves to foster communication among researchers and practitioners working in a wide variety of scientific areas with a common interest in improving Communication Software and Networking related techniques.



Yogesh

The conference this year started with plenary speech by Prof. Wang Jun and Prof. Sam Shuzhi Ge, who are known for their distinctive works in the fields of neural networks assembly and intelligent systems respectively.

Prof. Indranil Sen Gupta from IIT, Kharagpur and Prof. R.K. Sinha from Delhi College of Engineering were present at the conference.

The conference visit, which was financially supported by SRM University, has helped them make some acquaintances that will be very useful in future for the two students.



# Leading the way to SRM...

## *Celebrating International Women's Day*



**By: Sudeepta Saha and  
Chinmayee Mishra**

The first Asian Association for Computing Machinery (ACM) - Women's Chapter was inaugurated in SRM University on March 8, 2010 marking the International Women's Day.

The event was organised to

encourage women to stand up in the competitive world and make their presence known in the technical field. Ms Gayatri Buragohain, ACM-W Ambassador in India and the chief guest for the event, urged women to face the challenges in life and excel in every endeavour. Relating experiences from her life, she asked women to balance their

career and marital life with strong determination.

Speaking on the challenges faced by women in India and the role played by them in the advancement of the society, she said she recently formed an organisation called Feminist Approach to Technology (FAT) and another called Joint Leap Technology. She said

the organisations make information accessible to everyone and in the process highlight the global work done by ACM including giving scholarships for students to attend conferences abroad, organising regional celebrations for women, holding panel discussions and also organising an award ceremony to honour women in fields of repute.

Speaking on the occasion, Ms Anuradha Parakkat, Director, Campus Administration and Student Mentoring, SRM University, talked about the transformation in the society and the necessity of a women's chapter in SRM University. She called on the newly formed Chapter to be active in organising seminars and conferences every month.





# Renescenca'10 celebrated

Renescenca '10, the College Day Celebrations of SRM – Ramapuram campus – Part, Vadapalani, was celebrated recently in the college premises. Scintillating performances were given by the students during the cultural's enthralling the audience. Dances to popular foot-tapping tunes, a blend of traditional and modern music, and the light humour of variety entertainment were the highlights of the function. Among those who attended the event included Dr. N Ravichandran, CEO, Lucas TVS, Dr. P K A Muniswaran, Director, Faculty of Engineering and Technology, Mr M. Subramaniam, Director, Dr. K Duraivelu, Dean, Faculty of Engineering and Technology, and Prof. T. Nagesh.



Dignitaries lighting the lamp.



Yoga session in progress.



The VIP speaking.



A competition.



Prizes being given away.



Prize winners.

## SRM students shine at Kshitij'10

The SRM flag soared high yet again. The team, comprising **Mohita Gupta, Gaur Soma, and Dhananjay Sharma**, made SRM University proud by bagging the fourth place in the event 'The Senate' at IIT Kharagpur's annual tech fest KSHITIJ'10. All three are II Year engineering students belonging to the Departments of Mechanical, Electrical and Instrumentation, and Electrical and Electronics, respectively. They had won at the Youth Parliament competition during Aaruush'09 and hence

received a wild card entry to KSHITIJ'10. Taking time off their academic schedules, the three spoke to Spectrum's **Rahul Walia** recently. Excerpts:

**Question: What was the event The Senate all about?**

**Answer:** It was very similar to the Youth Parliament in many ways except for a few changes. In the first round, each team was expected to propose amendments to two bills. It is similar to what lawmakers do in the parliament. In the second round, two of the team members got

an opportunity to speak on a subject. The third was a part of the jury and we had to answer a questionnaire prepared by the other 20 finalists and rate the other teams. The last round involved passing of the bills after intricate scrutiny.

**Q: Which other colleges take part in the event?**

**Ans:** There were 20 other finalists. Most of the teams that took part were from law colleges. The few engineering colleges that took part were National Institute of Technology, Tiruchi and In-

dian Institute of Technology, Kharagpur.

**Q: How tough was the competition?**

**Ans:** Very tough. Being engineering students, we found it difficult to get into the intricacies of these bills. Taking this into account, the teams from law schools had an edge over us. However, we picked amendments from the point of view of engineers and presented the same.

**Q: How did you prepare?**

**Ans:** There was no special

way of preparation. We took this competition like any other debate, where we were given the topic and were told to do our research. We kept to the format and made sure our research was extensive.

**Q: What did you learn from this experience?**

**Ans:** This competition exposed us to the judicial system. It made us more aware as young citizens. We realised how the youth could play a vital role in the law making process.





The Men and the Women's Team along with the trophies.

# SRM emerge champs at SPREE 2010 in Goa

By Shanmugapriyan

SRM University emerged as the overall champion at *SPREE 2010*, the All India Inter Collegiate Tournament that was organised by BITS Pilani at Goa recently.

The basketball team of SRM made their way to the finals defeating Don Bosco and Pears CE at the quarters and semi finals with huge margins (88/28 and 98/51 respectively). The team beat MMK, Mumbai with a score of 96/72 to lift the trophy.

SRM Women's Badminton team made their way through the finals defeating SVNIT, Nagpur (2-1) in the semi final and BITS Pilani, Goa (2-1) in finals.

SRM students also lead their way through Volleyball

(Men) defeating KCE, Nagpur (25/13, 25/17, 25/10) in semi final and Pears CE, Goa (25/14, 25/10, 25/15) in the finals.

Following the trend, the cricket (men) team gave a tough competition to Singhad College of Engineering, Pune in semi finals of the 20-20 tournament. With a score of 173/4 SRM defeated BITS Pilani, Goa in the finals bowling them out for 110 in 19.2 overs.

In chess, SRM team defeated BITS Pilani, Goa (3-0) in the semi finals and COE, Pune (2-1) in the finals.

Despite facing tough competition, SRM table tennis (men) team pushed their way through the three league stages to face SVNIT, Nagpur

in the semi finals. SRM smashed out SVNIT by 3-1. But they could not hold their advantage in the finals against Loyola, Chennai and lost match to take the second spot.

BITS Pilani, Goa Campus conducted an All India Inter Collegiate Tournament from 4th to 7th March 2010 with SRM University participating in the following events.

Chess (Men), Cricket (Men), Volleyball (Men), Basketball (Men), Badminton (Women), Table Tennis (Men)

SRM University excelled in all events by winning the first and second positions in Table Tennis (Men). SRM bagged the overall championship. And the University came away as the champion in the "fun games" as well.

## Badminton (Women)

Total No. of Teams Participating - 17

### I League Results

#### Score

SRM University beat COE, Pune 2-0

### II League Results

#### Score

SRM University beat SCT, COE, Kerala 2-0

### Semi Finals

SRM University beat SVNIT, Nagpur 2-1

### Finals

SRM University beat BITS Pilani, Goa 2-1

## Basketball (Men)

### Score

SRM beat SCOE, Pune 72/33

SRM beat STRE, Indoor 96/52

### Quarter Finals

SRM beat Don bosco, Goa 88/28

### Semi Finals

SRM beat Pears CE, Goa 98/51

### Finals

SRM beat MMK, Mumbai 96/72

## BITS, Pilani Goa SPREE 2010 Result

### Volleyball (Men)

Total No. of Teams Participating - 17

#### Score

SRM beat KIT, Kerala 25/3, 25/7

SRM beat Pears CE, Goa 25/3, 25/17

### Quarter Finals

SRM beat VNIT, Surat 25/14, 25/10

### Semi Finals

SRM beat KCE, Nagpur 25/13, 25/17, 25/10

### Finals

SRM beat Pears CE, Goa 25/14, 25/10, 25/15

### Cricket (Men)

### I League Results

SRM University, Chennai 203 for 8 in 20 overs. (Ashwin Venkatraman - 63, Krishna Teja - 51, K. Sriram - 39) beat

Viswakarma School of Management, Pune, 80 All out in 16 overs, (Vinoth 3 for 18)

### II League Results

SRM University, Chennai 137 for 5 in 20 overs, (U. Sushil - 44 (n.o), S. Karthik - 32, Krishna, Teja - 25) beat

Goa Engineering College, Goa 112 All out in 18 overs, (Vinoth 2 for 27)

### Semi Finals

SRM University, Chennai 154 for 6 in 20 overs, (K.H. Gopinath-69, Suhail-44) beat

Singhad College of Engineering, Pune 110 All out in 20 overs

### Finals

SRM University, Chennai 173 for 4 in 20 overs, (K.H. Gopinath-89) beat

BITS Pilani, Goa Campus 110 All out in 19.2 overs  
Man of the Semi Finals : K.H. Gopinath  
Man of the Finals : K.H. Gopinath.

### Chess (Men)

#### Score

SRM University beat University of Pune 3-0

SRM University beat COE, Goa 2-1

SRM University beat VNIT, Nagpur 3-0

SRM University beat BITS Pilani, Goa 3-0

SRM University beat COE, Pune 2-1



# SRM Arts excel in SPREE 2010

SRM Arts & Science College Badminton (Men) team won *VIT Riveraa 2010* and *SPREE - 2010*. SRM Arts & Science College badminton men team's four players are representing Madras University and they won "Silver Medals" in South Zone Inter-University Badminton (Men) Tournament at Mangalore University, Mangalore.

## SPREE Result

*Spree 2010*, All India Inter-Collegiate Tournament organised by BITS Pilani, Goa from 2/3/2010 to 9/3/2010.

### Badminton (Men) Score

SRM Arts College beat MIT, Pune	3 - 1
SRM Arts College beat RIT, Goa	3 - 1

### Quarter Final

SRM Arts College beat IPS Academy, Pune	3 - 0
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### Semi Final

SRM Arts College beat NIT, Haryana	3 - 2
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### Finals

SRM Arts College beat TVI, Pune	3 - 1
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The SRM Arts college team with the Chancellor, Director (FSH-Sports) and the Sports Advisor.



SRM's Volleyball team showing the Chancellor Trophy to SRM's Chancellor and Director (FSH-Sports)

## State-Level volleyball tournament

SRM University volleyball (men) won the first State Level "Chancellor Trophy" organized Hindustan University, from 8 to 11 March 2010. More than twenty teams took part in the tournament. In the first Quarter Final, SRM beat KCG Engineering College and top four teams play for league match, in League SRM beat alpha arts college in 3- 0 sets, second league SRM beat Sathya bama university, first set srm lost and then easily take 3 sets (3-1), final srm play against Panimalar Engineering college, SRM start slow same second league match also, lost first set and then take 3 set easily and SRM University lift the "Chancellor Trophy".

### Chancellor Trophy

Organized by Hindustan University, Chennai.

### Result

#### Volleyball Men

#### Quarter Final

SRM University beat KCG Technology  
Score : 25/15, 25/11,

#### League Result

SRM University beat Alpha Arts and Science College  
Score: 25/12, 25/15, 25/12  
SRM University beat Sathyabama University  
Score: 16/25, 25/07, 25/19, 15/17

#### Final Result

SRM University beat Panimalar Engineering College  
Score : 20/25, 25/20, 25/17, 25/22

## SRM University lifts inaugural T20 Trophy



The winning team with Chancellor.

SRM University won the inaugural FineCom T20 cricket tournament organised by Reddy's Cricket Academy. The tournament was held at the Academy's cricket grounds in Madambakkam. Seven private universities and colleges took part in the tournament. In the first semi-final, SRM beat Sakthi Mariamman Engineering College and in the other semi-final, Hindustan University beat B.S.Abdur Rahman Crescent University. During the finals on February 26, SRM scored 152 for the loss of 9 wickets in 20 overs. Hindustan scored 129 for the loss of 7 wickets at the end of 20 overs. Senthil Nathan, who scored 25 runs and bagged 2 wickets, was declared the Man of the Match.



# FREEWHEELING

SPECTRUM

## HOT WHEELS

# Valarr's *fast and furious* MR2

By R.Krishnan

Valarr Swaminathan, III Year Automobile Engineering student of SRM University, Kattankulathur, is one of the two blessed Chennaites to possess a Toyota MR2 - a car that causes an adrenaline rush in all car enthusiasts alike. The MR2 is a sports car renowned for its drifting abilities at high speeds. This car has an economical power plant and is also sporty in style and handling.

*The fast and the furious* starrer is a 2-seater with a 2 litre-4 cylinder inline twin-cam mid engine. It is a rear wheel driven car with an amazing aerodynamic design that is often associated with the Porsche steeds. The car churns out a power of 200 bhp, which makes driving it a whole lot more snazzy and joyful.

The MR2 is an absolute eye candy with envy inspir-



ing features like a T, i.e. a convertible top with pop up headlights. Not every day does a person open the front bonnet to find the spare tyre, and rear dickey to find the

engine. Even the measly mileage of 7 kmpl is not enough to deter Valarr from taking out his blue-eyed boy for long rides. Valarr plans to make many modifications on

his gorgeous looking car like repainting it and putting up alloy wheels. He plans to take it on numerous long trips, so that he can drive it freely away from the city's bustle.

He also takes it to Besant Nagar and Katipara flyovers to drift the vehicle in the long whirling roads there. Apart from this, Valarr is also an avid drummer and a fervent rapper.

## TRENDZ...

# Kurti and leggings bring back the 80s

By Aparna Nair

The 80s are back and with a bang! Thanks to the Bollywood beauty Deepika Padukone, the kurti and leggings she wore are a rage again in the country and naturally on the campus. The actress wore the dress while grooving to the number Chor bazzari from the movie Love Aaj Kal. The kurti and leggings are extremely stylish and feminine and therefore are a hit with the SRM girls.

More and more girls are opting for the new fashion statement as it's an entirely new option in clothing. It is trendy, decent and affordable. Leggings are available in the

market in various colours at prices ranging from Rs 150 to Rs 300.

"It's very comfortable and looks elegant too," says Sonali Sahu, III Year student of EEE Department.

"It's a contemporary outfit that is traditional and at the same time very modern," opines Snigdha Chourasia, another III Year student.

Funky accessories and Kolhapuri chappals go well with the vibrant coloured kurti and the leggings. Being the current style statement for the young girls at SRM, one can safely say that this dress is here to stay.





**HUMOUR...**

# Phylum auditoriumae

**Abin Biswas**

BB-“BUZZZZZ.....SWAT SWAT SWAT.....OKKK OK FINE....I’m GOING ALREADY....SWAT SWAT....CUT IT OUT! BUZZZZZZ.....STUPID Humans....call me filthy and dirty...I’m BUMBLEBEE for crying out LOUD!”

LB-“Bad day with the humans.....?”

BB-“Oh hey Lady B.....Tell me about it! I just got thrown out of the biotech block again for interrupting a lecture. I wonder when humans will realise that they’re NOT the only intelligent species on earth.”

LB-“I know BEE....I think it’s time the guinea pigs finally stop lazing around and show the humans who is BOSS. Until then.....SIGH!”

BB-“And you know they’re always complaining about how animal-like we are when we are actually BUGS!”

LB-“BEE, what more can you expect from a species evolved from a bunch of apes.....”

BB-“I don’t know whether you’ve noticed or not but somehow their animal instinct comes out when they’re in the comfort of that massive auditorium of theirs too.”

LB-“Really, enlighten me!”

BB-“Ok let me show you...I just got the latest copy of “The Lonely Bug’s Guide to Surviving in a Concrete Human Jungle”. There is a feature on the different animal-like human characters found in an auditorium. Here check it out.....”

**Character 1:- THE YAWNING MONKEYS.....**

**Population: LARGE**

The yawning monkey is the most common character found in the wild inhospitable conditions of the auditorium. Characteristic features of this powerful Force-of-nature include excessive drooling from the mouth, bloodshot eyes and a yawn that is so effective that it should be bottled and sold as an alternative CHEMICAL-FREE sleeping pill. Though males and females are both found, males easily outnumber the females. They can be found everywhere.....starting from the first to the last row.

LB-“Ya I’ve seen a couple of monkeys. What else is there?”

**Character 2:-THE OVER-ATTENTIVE OWLS....**

**Population: Scanty**

The over-attentive owl, though very few in number is one of the most formidable opponents to encounter in the auditorium. Armed with a notepad and a ball point pen, the OAO will take note of all minor details of the conference....including the Sweat-flow-rate of the speaker, average number of coughs, repetition of words and even scribble diagrams of the most complex PowerPoint slides. Although sleep deprived, this intellectual cannonball is known for its ability to remember details of even the most dull conferences.

LB-“OK....the guy’s at the Lonely Bug are good.”

BB-“Wait till you read about the next one!”

**Character 3:-THE ATTENTION-CRAVING CATS....**

**Population: Significant**

The attention-craving cats feed on an exposure to the camera. They will shriek, yell and wave their hands like there is no tomorrow as soon as the camera focuses on them. The ACH will make people sitting in the front and the back stare with amazement.... especially when the FLAP-YOUR-HANDS-LIKE-A-PIGEON manoeuvre is performed. These cats will undergo the most difficult of conditions just to get on camera, including sitting on the CURSED first row.

LB-“Oooo....Read on....This is getting interesting.”

BB-“Ya...The next one is my favourite.”

**Character 4:-THE ESCAPIST MICE**

**Population: Statistically impossible to count**

The Escapist Mice are one of the most cunning and fastest animals found in the Great Plane of the AUDITORIUM. These mice are always looking for a way to get out. Doors, windows, sewer pipes, Air-conditioning vents... ANYTHING THAT GETS THEM AWAY WILL DO! They are particularly sensitive to the opening of doors. The population of these mice has not yet been recorded as they escape as soon as counting begins. Cute and cuddly, the innocent expression on their faces can be misleading.

BB-“There...that completes it.”

LB-“I must say very true. Look, a couple of mice just escaped again!”

BB-“I wish the humans could read the Lonely Bug!”

LB-“No WAY...It’s so great they can’t understand Bug-Lish! Think of the repercussions. Now they’re only trying to swat you. They might otherwise use that horrible HIT spray of theirs.”

BB-“You’re right....I guess some views should just stay with us BUGS.....You want to go grab a cup of leftovers from the garbage can?”

LB-“SURE....why not?”





# Potheri's food for thought

By Ebenezer Osuigbo,  
Siddharth Panicker & Abin  
Biswas

The urban human mind is fascinated by the idea of a village. An image of small huts scattered amidst lush green fields is a treat not only for the eyes, but also the mind of us modern social animals. Life in a village symbolises all things simple and good. Or so we thought!

Ladies and gentlemen, welcome to Potheri - SRM University's very own village. One step into the place will make you realise how Potheri is different from other stereotypical villages. Despite having humble beginnings, Potheri has transformed into a bustling "chill-out zone" for students. Strolling through the streets of Potheri, one notices cultural diversity, capitalistic competition and culinary variety. From cows to stray dogs, shady cigarette shops to uber cool restaurants, gaming zones to temples. Potheri's got something for everybody.

One of the main reasons Potheri is such a hub of activity is because of the innumerable restaurants, juice shops and snack bars that spring up like wild mushrooms. With restaurants offering North Indian, South Indian, Continental, Chinese cuisine and a mess/dhaba ambiance of different states, Potheri does a fine job of bringing people from diverse backgrounds but similar taste buds together.

Facing the highway is the



*Bengali and non-Bengali students patronising the latest food outlet.*

Taj, famous for the variety of biriyani and fruit juices served there. No, it isn't actually a part of the Tata Group, but it can sure give those fancy folks a run for their money. For those who love to smack their lips after a good plate of chaat, there is Sharma's. Their affordable yet delicious sweetmeats are popular.

Cross the huddle at the photocopy shops and Mr. Yudhistir's yet unnamed shop welcomes you with open arms. It is frequented by those who love hot samosas and delightful, mouth-watering jalebis.

Depressed with where your relationship is going or just irritated by the nonsense hurled at you by your lecturer,



*Relaxed after a gastronomic trip.*

chill out with a glass of lassi, flavoured milk or a scoop of ice-cream at the Heritage parlour. The boxes of pedas, rasgullas and other items will surely make the home-sick eat their hearts out.

The legendary street food from Kolkata finds a worthy representative in the form of the Anando restaurant. Anando, which in English translates to joy, is actually responsible for spreading joy amongst students by catering to their gastronomic needs. The rolls are the downright favourites there. Anando also boasts of being the first shop in Potheri to sell authentic Bengali sweets like rasgulla, Khaja and kala jamun. One visit there is sure to make your stomach feel content.

Ever heard of a Sharjah? It is an interesting brew of flavoured milk with ingredients like nuts and cherries, served cold. Pizza Net claims to be the sole innovators of this awesome culinary treat. Mr. Subrahmaniam, the shop owner, showcases a variety in his menu that very few can match. Shakes, sandwiches, rolls, pizzas . . . the list goes on . . . It is a treat to sit outside the small restaurant and watch him work his magic with something as unappealing as Maggi as he transforms each dish into something mouth-watering and mesmerising.

Room delivery was hitherto an unheard of concept in

Potheri, until 'Rumali' came along. At an additional cost of Rs. 6, Rumali delivers at your door. 'Rumali' acts as a haven for all the lazy bums who love to have lip-smacking Indian delicacies brought to their rooms. Now it gives stiff competition even to the well-established dhabas in Potheri.

The newest member of the ever expanding family is a dairy and ice cream parlour Thirumala. The ice creams sold here are high in milk content, and impart a smooth, butter-like flavour.

Some of the other eateries include R.K.'s Restaurant, Shakthi Restaurant, Deepika Restaurant, and Welcome Snacks Restaurant.

Generally, the rates at all the shops and restaurants are reasonable. A dish of fried rice usually costs about Rs. 35, biryani Rs. 70, dishes based on cottage cheese around Rs 40, chicken-based dishes about Rs.40, and a cup of lassi Rs.12.

So, if your stomach refuses the regular fare from the mess or you are in a mood to try out some of your favourites the way it is done back home; get out of our bed, wear your shoes and walk along the lake to that abode of all things delightfully calorific and dig into a slice of Potheri. . .



*Eating piping hot meal at a Dhaba.*