

The newspaper of SRM University

# SPECTRUM

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**Mohan  
wins CII  
award  
- P3**

Centre for  
Clinical  
Research  
- P8

Short  
film bug  
- P 9

  
*Milan'11*  
P-6 & 7

**SRM's racing car prototype to compete at Supra SAE in July - P2**



## SRM's racing car prototype to compete at Supra SAE in July

R.Krishnan

Dr. C Muthamizhchelvan, Director, Faculty of Engineering and Technology and Dr. Leenus Jesu Martin, Head, Department of Automobile Engineering, unveiled the prototype of a racing car during the recently-concluded 4th edition of *Milan*. The prototype is scheduled to compete during the Supra SAE 2011 at the Madras Motor Sports Club Race track from July 1 to 3, 2011.

They also released the Team Camber Racing's newsletter *Split Second*.

Announcing this to *Spectrum*, Mr Tarun Tripathy, Corporate Director, Camber Racing, said, "The CR800 car called LJM01 is named after Dr. Leenus Martin, as a tribute for the support and guidance he has given us over the years."

The SUPRA SAE is to have the students design, fabricate and demonstrate a prototype



Dr. Leenus Martin (Extreme Right) along with his team and the racing car.

car intended for sale to a non-professional weekend autocross racer.

"The experience of building a race vehicle from scratch is not something one gets even in industries. We are totally committed to winning the race this July," said Pushkar Venkat, Captain of Team Camber Racing, which has 26 students drawn from various engineering

departments of SRM University.

Explaining the features of the car, Pushkar said that it will have a Maruthi 800 engine that gives a power output of 37 bhp at 5000 rpm. The chassis will be made of a special grade MS tube and processes like TIG welding and powder coating will be used on it. The suspension would be double wishbone type with push rod activated

shock absorbers. The other features of the vehicle include a custom steering, all wheel disc brakes, 12" alloy rims, fiber glass body panels and a unique suspension system.

The design of the LJM01 has been completed, tested and validated in CAD environments. The fabrication of the vehicle is underway at the Race Paddock and is expected to be ready

by May 2011. The team's progress can be followed on their website [www.camberracing.com](http://www.camberracing.com).

They are the fastest growing student engineering team in the country and have generated a lot of interest nationally through their campaigns like the Limca record for the fastest time around the golden quadrilateral and participation at the legendary Raid De Himalayas Rally. They also support Rotary International's "End Polio Now" initiative.

Ashlok Safe Earthing Electrode Ltd, Megapolis, Servo, Daawat and Power Grid Corporation of India support the Camber Racing team.

The team plans to unveil the LJM01 at Express Avenue in June 2011. For further details contact Tarun Tripathy at 9884414907 or mail him at [tarun.tripathy@hotmail.com](mailto:tarun.tripathy@hotmail.com).

## Poor interest in core engineering subjects due to IT boom: Dr Ganesan



Chief Guest Mr. Kannan receiving a memento.

Siddharth Panicker & Trisha Anand

"The boom in Information Technology has caused a loss of interest in core engineering subjects, which contribute a lot to the development of a nation," said Dr. T.P. Ganesan, Pro Vice Chancellor, SRM University, at the inaugural ceremony of DOKINCE'11, the biennial technical symposium of the Departments of Instrumentation and Control & Electronics and Instrumentation Engineering.

DOKINCE stands for 'Dissemination of Knowledge in Instrumentation and Control

Engineering', and this year's edition proved to be an important platform for the spreading of knowledge. Dr. A. Vimala Juliet, the Head of the Departments of EIE and ICE, was in sync with Dr. T.P. Ganesan's viewpoint that the field of instrumentation is best made use of by biomedical engineers. The symposium, which saw a participation of over 300 students, was inaugurated by the Chief Guest, Mr. P. M. Kannan, Head of the Department of Automation, Technip India. Mr. Kannan, who has an experience of more than 30 years in the field of Instrumentation, appealed to the students to form networks

and utilise every opportunity that comes their way. He stressed on the importance of instrumentation engineering in all industries, and said that the field of instrumentation also includes a basic knowledge of all other branches of engineering.

He expressed happiness over SRM's participation in the ISA (International Society of Automation) programmes. Mr. Kannan is the editor of the ISA newsletter.

The two-day gala included five technical and two non-technical competitions, tech talks, workshops and guest lectures.

Mr. V. Nagendran, Founder, President & Chairman, Nagman Instruments and Electronics Pvt. Ltd., was the Chief Guest of the Valedictory function on the second day.

He was accompanied by Mr. Renuka Prasad, Executive Director, Avarsala Technologies Ltd., Bangalore. Mr. Nagendran gave away prizes to the winners of different events in DOKINCE'11.



Left to Right .R. Venkatesan, the Chief Administrative Officer, of CMC Irungalur, Trichy. and Prof. V. Selvakumar, The Principal, Dr. T. Tamizharasan, S. Preethi ECE First year, Prof. V. Thiyagarajan, Dr. S. Muruganandam, The first year coordinator, Dr. G. Ilango.

## Trichy campus gets a students' information board

A Spectrum Reporter

In order to monitor the students' progress, TRP Engineering College at Irungalur, Trichy (SRM Group) recently introduced a digital Student's Information Board in the college.

The Board provides academic and personal details of a student. It basically displays every student's details like attendance, check in and check out timings, test performance, fee dues, and any other remarks.

Parents can also access the information displayed on the Board. Mr. R. Venkatesan, the Chief Administrative Officer, of CMC Irungalur, inaugurated the Board.



Vice-Chancellor Prof. Sathyanarayanan and IOB CMD Mr. Narendra releasing the conference CD's

## SRM to soon set up research institute

Mark Nathan

SRM University Vice-Chancellor Prof P. Sathyanarayanan recently announced that the premier educational institution will soon establish an institute for research to help the nation stride towards prosperity.

Terming that knowledge and research must be of top priority if the nation were to stride towards prosperity, Prof Sathyanarayanan said that the new research institute will concentrate on various domains. He said the University was looking forward for active participation from students and teachers to take forward the agenda of research.

He was speaking during the inaugural function of COMSPEC '11, a national level students' technical symposium of the Department of Electronics and Communication Engineering, SRM University.

Stating that education was not complete without practical approach, Prof Sathyanarayanan said that symposiums like these offer practical knowledge to students and faculty alike.

Earlier, speaking on the occasion, Indian Overseas Bank Chairman and Managing Director, Mr M Narendra, who was the chief guest, said students and educational institutions are the valuable assets of the nation and they must receive every care for sustaining development of the country. While students are the future citizens of this country who would shoulder the responsibility to taking the nation to glory, the educational institutions are places where they are groomed to take the responsibility, explained Mr Narendra.

He said the students should focus on self development while contributing towards progress of the nation whole-heartedly. They should not restrict themselves when it comes to enhancing their knowledge.

Mr Narendra later released the symposium souvenir and Prof Sathyanarayanan received the first copy. The symposium, which aimed at bringing together students from various institutions to present their ideas and compete in the field of electronics and communications engineering, focused on advanced technology.

## SRM to shift printing press to Potheri during May

S Siddharth

SRM University's sister concern SRM Publications (P) Ltd is awaiting clearance to shift its printing press from its current 4,500 sq ft facility near Koyambedu to a new 16,000 sq ft one in Potheri.

"We are waiting for the construction of the power house to be completed. In all probability, we will shift during May," announced Mr S Ravichandran, General Manager

of the SRM Publications.

Speaking to *Spectrum* on the road map of the printing press, Mr Ravichandran said that the firm has plans to increase its current client base by including business verticals like retail, commercial and packaging.

"To meet new printing demands from the additional client base and scale up our operations, we wish to pump in an additional Rs 8 crore. Our initial investment was Rs 4 crore. Our head count is expected to double from the

## Innovative student entrepreneur Mohan wins CII award

Trisha Anand

A look at K. Mohan can never reveal the iron resolve and mature mind that lies beneath the lean structure. Once he starts speaking, you realise that you are listening to someone who has invented six innovative devices and is opening up a company of his own soon.

He has become an example to many by applying theory to practice. Mohan is a Year II student of Electronics and Instrumentation Engineering. He hails from a middle class family in Karur, Tamil Nadu.

"My inspirations have always come from the problems of everyday life," reflects Mohan.

Two months back, he designed a 'Mobile controlling device for vehicles' to avoid accidents. The device basically prevents a mobile subscriber from picking up or dialling calls while he/she is driving. The moment ignition is turned off, the mobile services resume. The subscriber will even get missed call alerts. The device triggers a buzzer that will let the traffic police know if someone is using the mobile while on the move.

Mohan intends to persuade the vehicle manufacturers to use this technology that will debar drivers from attending calls while driving. The Confederation of Indian Industries recently recognised Mohan's invention and gave him the Best Innovator Award



Mohan with one of his innovations.

along with a cash prize of Rs 50,000.

However, this is not Mohan's first invention. As a student of 8th grade, he invented a new herbal formula for mosquito repellent liquid when he saw his near ones suffering from chicken guinea. The liquid has no kerosene as compared to the conventional ones and shows no side effects.

He received his first national award at IIT Madras from Dr. A P J Abdul Kalam in 2008. The second national award was not far ahead. In 2009, he devised the 'Speed breaker power generation using piezoelectric crystal'.

He won his 2nd national award from the University Grant Commission, New Delhi. The third invention came in 2010, which he presented during

the Indian Youth Science Congress. It was a novel mobile detector that senses alarms and reports presence of a mobile.

He is presently working on a chocolate vending machine called 'Nutrition bar' that will produce protein chocolates in five desired flavours on the spot when money is fed into the machine. He is also working on a dosa vending machine, with which he wants to open a company of his own. The fully automatic machine is capable of producing 1,200 dosas/hour.

Mohan is busy nowadays raising funds for his company K V L Innovative Works Private Limited to be established at Karur very soon. He is excited with the support he has received at home and from SRM.

"The Vice Chancellor and Ms. Anuradha Parakkat, Director, Corporate Affairs and Student Mentoring, have been of immense support all through," says Mohan. He was given a waiver of 50% on tuition fees and given accommodation and food for free on the campus. SRM is even sponsoring the dosa machine.

"I had always wanted to be an innovative entrepreneur," says Mohan.



The new printing facility.

Heidelberg SM74 machine," he said. The firm also has two single colour machines and

other machines for folding, centre pinning, perfect binding and manual case making.



# We have gender and not linguistic imperialism: Dr Kalyani

John Sunday

Dr S. Usha Kalyani, a former Director of Collegiate Education, Tamil Nadu, agreed with other speakers in a recent National Conference on Linguistic Imperialism at SRM University, Kattankulathur, Chennai, that English is not an imperialistic language. But she went further to take a swipe on men for what she called ‘gender imperialism’.

In her valedictory address at the one day seminar, Dr Kalyani noted, “What exists in our society is gender imperialism and not that of English language.” The Department of English, Faculty of Science and Humanities of the University organised the seminar in collaboration with English Language Teachers Association of India (ELT@I).

In what sounded like a crusade for gender equality, the erudite author of several books said, “The linguistic imperialism existing is the imperialism of men’s perception of things. Anything strong and agile has masculine gender attributed to it while the weak and soft has feminine gender attributed to it.”

She also observed that notable professions like medicine, law, and engineering are identified with men while nursing, secretary and other low occupations are identified with women.

“In the house, we hear such words as house wife and maid but never hear of house husband; and a man whether married or single is addressed as Mr. unlike a woman who is addressed according to her marital status. These are specific examples of linguistic imperialism,” she said. Addressing the subject matter, Dr Kalyani said, “We cannot wish away English language. It is here to stay. British imperialism had positive angles, but we always

talk about the negative side.”

She mentioned the abolition of *sati* as one of the positive impacts of British imperialism. She observed that English language is indispensable because of globalisation and would want it to flourish together with local languages. “We need English language in this globalised world, though ideologically, I want my mother tongue to flourish,” she concluded.

Joining Dr Kalyani in the observation of local imperialism was Dr Nilangan Chatterjee. While presenting his keynote address, the Professor and Head of the Department of English, Serampore College, West Bengal University, said, “Imperialism has many forms in a multi-ethnic, multi-linguistic society like India. It is a kind of imperialism for such a nation as India to recognise 22 official languages. What happens to the other minor languages?” He remarked that no language is inferior to any other, culturally or linguistically.

Earlier, in his inaugural address, Dr K. Chellapan, a former Director of State Institute of English, noted that

“English may be the language of imperialists, but when it comes to us it became our language.” He described it as a language of quest, civilisation, knowledge, power and integration, which unites the world, stressing that “the world has become a global village. The spread of English language is a consequence of globalisation.”

Dr Chellapan, a Professor Emeritus of the University of Madras and a Best Teacher of the Year award winner from the Union Government of India, emphasised the importance of the language to every student by saying, “The knowledge of English language is a must for every student because all academic books are written in English. Though spoken by about 400 million people in the world, it is very influential. It is a means of empowerment. It helps a man to think, to communicate. Knowledge of English is not imperialism.”

The distinguished scholar who has also authored many books, pointed to a paradox of the so-called linguistic imperialism in India. “The politicians speak Indian languages but want their

children to speak English. The paradox is that local languages are the languages of politicians while English is the language of intellectuals,” he explained.

However, Dr Chellapan cautioned against the knowledge of English language at the expense of local languages. “We need English, but at the same time, we need our roots. We should also communicate in our own languages and enrich them. When you deny your language, you deny yourself. Study English for globalisation and knowledge but study our language for our cultural values,” he maintained. While welcoming the participants to the conference, the Director, Faculty of Science and Humanities, SRM University, Dr R. Balasubramanian, identified English language as a medium of communication in most parts of the world. The growing influence of the language, according to him, has led countries like Germany to adopt it as a medium of teaching in their secondary and post secondary schools. He also noted that unlike before, there is now a strong quest in Chinese to speak English.



Dr. Chellapan, Director-FSH, Dean-FSH and others releasing the souvenir

## SRM to construct parking lot, install speed breakers on campus

Shyama Nandakumar

To ensure safety for pedestrians and avoid accidents on the roads inside the Kattankulathur campus, SRM University is planning to construct a parking lot for two-wheelers on land abutting the annex campus.

The University is also considering converting some of the roads as one way routes to control heavy traffic during busy hours.

Announcing this to *Spectrum*, Estate Officer, Mr. V. Thirumurugan, added, “We

will soon install speed breakers on the Mahatma Gandhi Road to cap the vehicular speeds 30 km only.”

He further said that controlling the two-wheeler traffic on the campus is crucial to ensuring safety for pedestrians at. “The

new parking lot will help reduce vehicular traffic on SRM roads, making them safer,” he observed. Explaining the safety measures taken so far, Mr. Thirumurugan said, “Many accident-prone roads on the annexure campus have been made off limits for vehicles making the routes

safer for students to walk on.”

Giving details of the road blocks, he said all roads leading to the School of Bioengineering, the Tech Park, the School of Management and the School of Architecture have been blocked.



Navneet Iyengar

## SRM CSE student bags 1st prize at Anna varsity fest

S. Siddharth

Navneet Iyengar, a Year III Computer Science Engineering student of SRM University, beat 800 participants and won the first prize and a cash award of US \$600 during K!IDOL, a competitive event conducted during Kurukshetra, the International Techno-Management fest of Anna University.

The university organised the event in association with Kelly’s School of Business, Indiana University, USA. The three-stage competition tested participants in their skills that included logical analysis, data interpretation, general knowledge, comprehension capabilities, poetry and prose writing, case study analysis, and a debate.

Mr. Gopinath, a judge for the popular TV Series Neeya Naana, judged the final debating round, in which Navneet was declared the winner.

## Sports quota selections

SRM University will hold selection trials for 2011-12 sports quota admissions at its Kattankulathur campus on April 28 and 29. Those seeking admissions in engineering, management and science and humanities streams under sports quota can take part in the selections. For details contact 9444879476, 9940418484, 9710230300.

## SRM to set up new office to prevent drug abuse on campus

Shruti Pillai

As part of its steps to make campuses drug-free, SRM University is proposing to set up a separate office dedicated to prevent misuse of narcotic drugs and rehabilitate victims of drug abuse. “The

University will coordinate with the Narcotics Control Bureau (NCB) in this regard,” said Mr S. Chinnathambi, Chief Coordinator of NSS in the University, recently.

Mr Chinnathanbi was speaking to *Spectrum* on the sidelines of

an event organised to celebrate the silver jubilee of the Narcotics Control Bureau.

The event highlighted the harmful effects of alcohol, drugs and other narcotic substances and the organizers from NCB held competitions like essay writing,

poster designing, quiz and poetry for student-participants from over 25 Chennai-based colleges. Speaking about victims of drug abuse, Mr. Vijaykumar, IPS, Deputy Director General of NCB, said, “Taking drugs is a crime against oneself and it ruins families.”

“If drug abuse can be prevented among the youth,” said Dr. N. Sethuraman, Registrar of SRM University, “everyone will be happy and peaceful. That is the aim of life. Then what we aim for can be achieved.”

## 300 physiotherapists discuss stroke rehab, antenatal issues

D Anandhi

Over 300 physiotherapists recently discussed and shared information on stroke rehabilitation and antenatal topics including embryology, yoga, aerobics, core stability, weight training, postural care and relaxation training.

Founder of Physiocare, Dr. M. Hamsraj, was the Chief Guest of this Continuing Physiotherapy Education, titled Neurological Assessment and Recent Trends of Stroke Rehabilitation &

Antenatal Classes. SRM College of Physiotherapy, SRM University, organized the one-day programme.

Stressing the importance of sports physiotherapy in India today, Dr. Hamsraj encouraged physiotherapists to work with utmost dedication and not deviate from this noble profession. He invited all the graduates to have exposure in sports physiotherapy in his clinic.

Delivering his inaugural address on the occasion,

Dr. R. Balasubramanian, Director, Faculty of Science and Humanities, said he benefitted immensely from physiotherapy, which was important in everyone’s life.

Dr. N. Chandrabhabha, Associate Director (Health Sciences), in her presidential address informed the gathering that SRM College of Physiotherapy is the first college in India to send students abroad to Keele University, United Kingdom for a four-week clinical training programme.

## 5 Hotel Management students bag medals at National Council exams

Mark Nathan

SRM Institute of Hotel Management, which was recently adjudged as the top ranking institute in South India by the Competition Success Review, added many more laurels to its credit when four of its students won the National Council’s prestigious Gold, Silver and Bronze medals. H. Naresh Kumar, Arjun Mukund, Sudhakar Trivedi and S. Aravind won the awards in the All India National Council Examinations 2009-10, conducted by the National

Council of Hotel Management and Catering Technology, Union Ministry of Tourism, Government of India.

While Naresh Kumar and Arjun Mukund, second year B Sc students won the Gold and Silver Medals respectively, first year students, Sudhakar Trivedi and Aravind won the silver and bronze medals respectively.

Union Minister for Tourism Subodh Kant Sahai presented the medals, certificates and cash awards to the students at an impressive function held

in Delhi.

The four students and Ms. Preethi Raja Kumari, a student of the Department of Hotel Management, SRM Arts and Science College, who won the Gold Medal for getting the first rank in the Examinations conducted by Madras University were felicitated by the SRM University at a function in Chennai..

Dr. M Ponnaviakko, Provost, Dr. N Sethuraman, Registrar of SRM University, and Dr Antony Ashok Kumar, Director and Principal SRM Institute of Hotel Managemnt, honoured the students by formally presenting the medals to them.

Congratulating the award winners, Dr. Sethuraman, announced on behalf of the Pro-Chancellor, Mr.P.Ravi, a full waiver of fees for Naresh Kumar and Arjun Mukund in recognition of their outstanding performance in the National Council Examinations.



The medal winners.



TCS Principal Consultant Mr.Rangarajan presenting the best student award to Ms. Rajeswari

## Easwari student wins TCS award

Mark Nathan

Ms. B. Rajeswari of Easwari Engineering College of the SRM Group of Institutions bagged the best student award instituted by the Tata Consultancy Services (TCS).

At a function held at the College premises, TCS Principal Consultant T S Rangarajan presented the award to Rajeswari in the presence of TCS, Head Accreditation Process (South India), Dr A K Pattabiraman, and the Registrar of SRM University, Dr N Sethuraman.

Rajeswari, a final year Computer Science student was chosen as the best student for her performance in academics, curricular and extra-curricular

activities. She has to her credit several awards, participated in various social activities and presenting several papers.

Speaking on the occasion, Dr Pattabiraman said TCS has accredited nearly 100 colleges across India and Easwari Engineering College was one of them.

This was the fifth edition TCS best student award for a student from Easwari Engineering College since it was instituted in 2006. He said the TCS award was a best example of industry-institution interface as educational institutions were the key in churning out quality students to the industry, including the IT sector.

## Rotaract Club at Vadapalani campus

A Spectrum Reporter

Rotaract Club was recently inaugurated at the Vadapalani campus of SRM University. Inaugurating the Club, the chief guest, Mr. N. Ilango, President of the eye association Civic Exnora, told the Rotaract student members that it was an opportunity to develop leadership, and teamwork and to use these skills in a focused manner by giving back to the community. Others who attended the function included Mr. Ravindran, President, Rotary of Meenambakkam, Mr. M. Subramaniam, Director, Vadapalani campus and Dr. Duraivelu, Dean, Faculty of Engineering and Technology, Prof. B. Vijayalakshmi, Prof. S. Christopher Amaladas and Pragya Dudhoria, the student secretary of Rotaract Club.





# Dr. Balamuralikrishna urges SRM to set up a Dept of Music

**Nikita Mahto, Priyanka Prasad, Navneet Iyengar**

Legendary carnatic music vocalist Dr. Mangalampalli Balamuralikrishna recently urged SRM University to set up a Department of Music as there was a need and offered to be a part of the new venture.

Dr. Balamuralikrishna was the Guest of Honour during the inaugural function of *Milan' 11*, a five-day national-level cultural festival of the University, which was held recently at the institution's Kattankulathur campus.

Later, popular Tamil actor 'Chiyaan' Vikram, who was the Chief Guest of the fourth edition of the festival, emphasized the importance of national integration and adapting to cultural differences.

As if espousing the spirit of the artist's suggestion, *Milan' 11* offered a varied fare to thousands of student-participants from all over the nation. In all there were seven main domains offering 45 events. The domains included Panorama, Rang Manch

and Viz Art, Jhankar, Literati, Step Up, X Factor, and Glamourazzi.

Interestingly, the events spanned from Sand Sculpting and Origami in 'Canvas' of the 'Panorama' domain to intensive group discussions and debating in 'Talkathon' of the Literati domain.

Introduced for the first time in *Milan*, workshops attracted students in large numbers. The Chennai Photography Club's Photography workshop and Pixellete's 'VFX Graphic Motion' workshop received huge response from enthusiasts.

Some of the other workshops in *Milan* included Gurukulam's 'Self Defence' workshop, 'Magica'- the magic workshop, and 'I Chef', organised by the Department of Hotel Management.

'Choreonite' saw Loyola College walk away with the title of the 'Best Dancing Team' along with a cash prize of Rs 30000. 'Thirak' had some of the finest dancers in the classical genre while 'King of the Ring', a new entrant to the Step Up domain, had individuals facing off in a battle of impromptu dance moves. 'Doubles' featured participants waltzing in pairs with props.

X-factor encompassed events testing the participants' lying ability in 'Bluffmaster' to quizzing in the Milan Main Quiz. Some of the other events in this domain were Shipwreck, Final Countdown, I Survivor, Spent Quiz, Friends forever and the Variety Show.

The 'Fashion Show', a highlight of the Glamourazzi domain, had the theme 'Night at the Oscars' and showcased teams strutting in gowns and tuxedos. The musical domain, 'Jhankar', was a witness to a debate on "The use of Instruments as a means of Communication". From bands battling it out onstage in 'Rock Bhoomi' to singing of western, classical and eastern songs in 'Vocals', the various events were a treat.

'Pen It', an on the spot essay and poetry writing, was one of the initial events to occur. The participants had to write on topics varying from 'No one like me' to 'Does Social Networking enhance or serve as a substitute for real social life'. Several other events seen in the literary domain, Literati, included 'Enigma'-a puzzle based event, 'Talkathon' for the debaters and 'What's the Good Word' for the erudite.

The screening of short films on a plethora of topics from drug abuse to slapstick comedy in 'Microchalachitra', an event in the Rang Manch and Viz Art domain turned out to be a visual treat.

With the acting capabilities being tested in 'Nano Nautanki' and 'Tera hi Jalwa' and the composition of music videos in 'vMuze', the presence of enthusiasts at the venues, was observed.

The highlight of *Milan' 11* was Shreya Ghoshal's open air concert in the evening, where she mesmerised the crowd with a stunning performance.

*Milan'11* concluded with Ms Vani Jairam, the legendary playback singer and musician, gracing the valedictory ceremony as the Chief Guest. Addressing the students, she said, "God gives us nuts; you have to crack them at the right time. If you don't, then you yourself are a nut." Stressing on the importance of discipline and focus, she advised the students to adopt the Gita's message, "It's very simple to be difficult, but very difficult to be simple."

The Sivaji Ganesan Award for the maximum number of participations

was presented to Lavanya Iyer, a second year student of SRM University. The Best College Award went to Thanthai College of Engineering, Perambur.

Other dignitaries who participated in the festivities included Prof P. Sathyanarayanan, Vice Chancellor, Dr. M. Ponnnavaiako, Provost, Dr. T.P. Ganesan, Pro Vice Chancellor, Dr. N. Sethuraman, Registrar, Dr. C. Muthamizhchelvan, Director of the Faculty of Engineering & Technology, Dr. Balasubramanian, Director of the Faculty of Science & Humanities, Dr. Manibharathi, Gandhi Kannadasan, singer Shwetha Mohan, Dr Radha Bhaskar, Oviya, artists Andrea, Purna, Shreya Saran, Tapsee and Mr. Harihar Das.

Mementoes were presented to some students as a token of appreciation for their contributions to various clubs, *Aaruush*, SRM Model United Nations and *Milan* for the academic year 2010-11.



Mark Nathan

SRM University will soon set up a Centre for Clinical Research at a cost of Rs. 12.52 crore to evaluate the formulations of old Indian practices like Siddha, Unani and Ayurveda. The Department of Science and Technology, Government of India will bear the costs, announced Dr N Sethuraman, Registrar of the University.

“The centre will introduce best practices in clinical research,” he added.

He made his remarks at the inaugural function of a three-day international conference on Perspectives in Chemometrics organised by the SRM College of Pharmacy.

Earlier, in his inaugural address Dr. G. J. Samathanam, Advisor and Head of Department of Science and Technology, Government of India, New Delhi, said that there is the urgency to develop the value-based life saving drugs using the latest tools and technology and the Indian pharmacy sector needs revolutionary change in order to maintain the standard of the system.

India is fourth in terms of manufacturing pharmaceutical drugs and 12th in quality, the top scientist remarked stressing that the country has to travel a long way for improving life saving drugs.

# SRM to establish a multi-crore Centre for Clinical Research



Dr. Samathanam discussing with pharmacy students.

By 2030, the country, where more youth will be available, requires potential drugs averting the ordinary ones. “We have best infrastructure, unique

expertise, and best clinical human laboratories but at the same time disease burden is so high,” he maintained. To address the requirement,

this is the right time to create an innovative architectural framework to produce new drugs, Dr. Samathanam said at the inauguration of the conference

organised by the University in association with CSIR-CEERI, Chennai and the Centre for Chemometrics, University of Bristol, UK.

Many foreign companies have come forward to establish their Research and Development centres for mutual benefit. Today, people value life at any cost, however, the new practitioners have to come with safe and affordable drugs for the poor people, he added.

The conference addressed the use of Chemometrics - the technique for both software and testing the quality of drugs. The technique will help in innovating new drugs adopting the latest method available in the world, he said.

Dr. Samathanam praised SRM University for marching towards quality in education and for being involved in initiatives to improve the standard of research besides conducting various thought-provoking events to nurture young minds.

The international conference saw more than 400 delegates from all over the world. Prof Richard G Brereton, University of Bristol, UK and Dr. K. Ilango, convener of conference also spoke on the occasion.

## Expert on sports medicine prescribes need-based exercise for patients

Dr. C. Ramachandran

An Orthopaedic Surgeon and Sports Medicine Specialist Dr. Madhu Thottappillil recently said that exercise has to be prescribed for each individual's needs.

“Specific types of exercises are required to each type of disease condition like diabetes, hypertension, obesity, arthritis, young children, adults and pregnant women. Mere daily walking does not conform to healthy exercise,” he explained.

Dr. Thottappillil, who is also the Director of the National Sports Medicine Centre, CIT Colony, Mylapore, Chennai, was delivering a guest lecture on Exercise Physiology: Converting

“Mere daily walking does not conform to healthy exercise...”

Principles to Performance – A Practical Approach during the CME Programme. The Department of Physiology, SRM Medical College Hospital & Research Centre organised the programme.

The Sports Medicine Specialist is also a Consultant to the Board of Cricket Control of India,

South Zone.

Illustrating evidence-based study cases on topics like muscle fatigue, dehydration and effects of choosing a wrong foot fear, Dr. Thottappillil discussed how minor stress factors due to inappropriate exercise training and faulty practices may lead to sports related injuries among celebrity sports men.

Exercise has duration, intensity, technique and requires proper training kit and should be tailor made to individual needs, he explained and said, “The best programme for you is the one you will participate consistently and we can do nothing without the body, let us always take care that it is in the best condition to sustain us.”

## 20 nations take part in meet on memetic computing

S S Dash

A total of 114 full-length articles sent from 20 participating nations were accepted and presented during the recent international conference on ‘Swarm, Evolutionary and Memetic Computing (SEMCCO 2010)’.

The Department of Electrical and Electronics Engineering (EEE), Faculty of Engineering and Technology, SRM University organised the conference in association with IEEE-Madras Section and Springer.

Delegates from USA, Singapore, China, Sri Lanka, Taiwan and Malaysia participated in the international conference. As part of the conference, the

department also conducted two workshops titled International Workshop on Differential Evolution and its Engineering Applications (DEEA 2010) and an International Workshop on Artificial Intelligence Techniques for Power System and Power Electronics Engineers (AITPE 2010).

Among the dignitaries who attended the conference included Dr. Meng Hiot Lim, NTU, Singapore, Dr. M. Ponnavaikko, Provost, Dr. T.P. Ganesan, Pro Vice Chancellor, Dr. N. Sethuraman, Registrar, Dr. C. Muthamizhchelvan, Director, Faculty of Engineering and Technology, and Dr. Swagatam Das, Professor, Jadavpur University.

FREEWHEELING

TRENDZ...

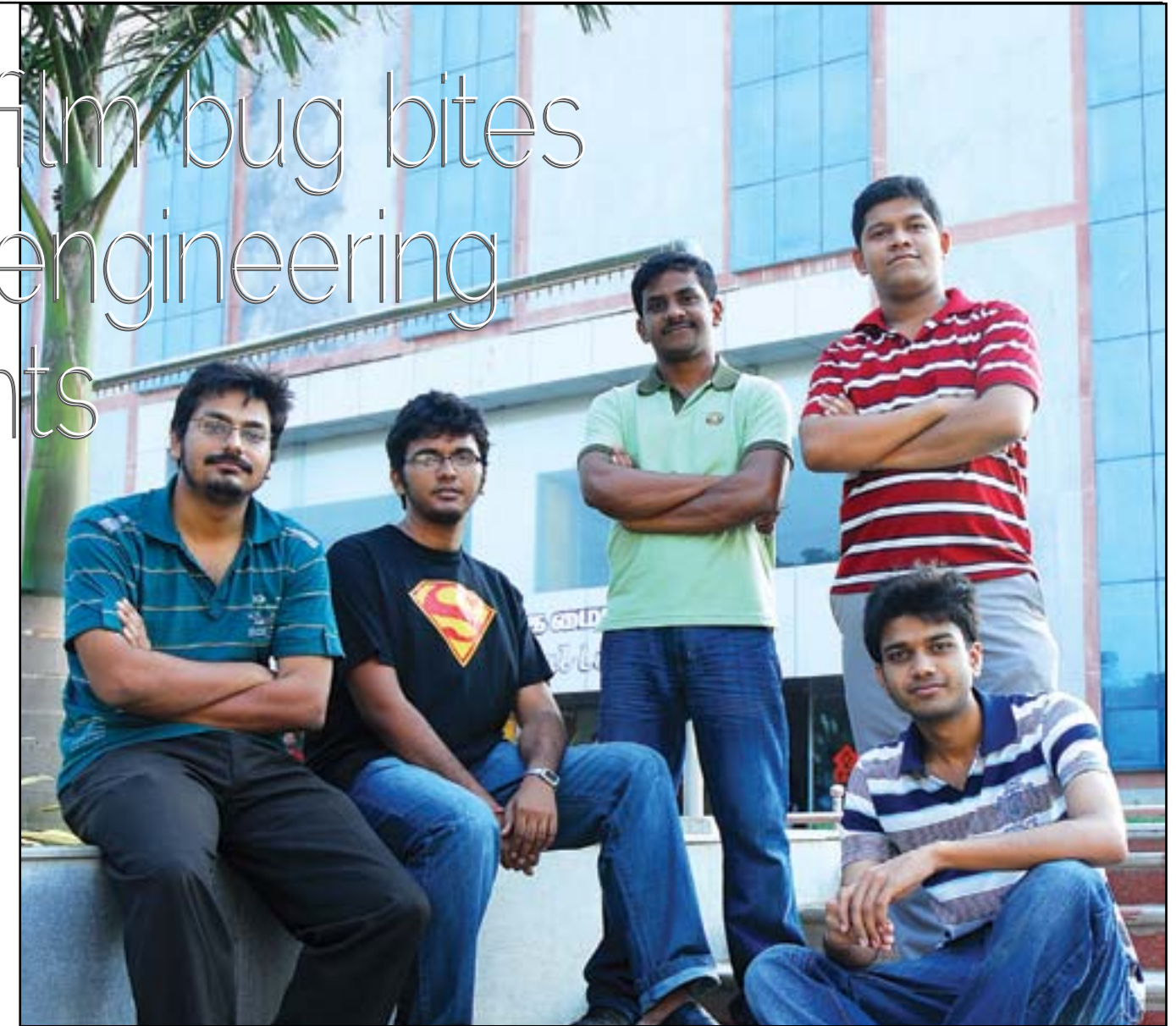
# Short film bug bites more engineering students

Ashish George

Watching movies has always been a source of entertainment. However, SRMites are now looking at the bigger picture: making movies. An overwhelming number of SRMites participating in the ‘Short Filmmaking Competition’ during Milan 2011 showed the increasing interest of students in this field.

Some do it as a hobby, others as a passion. These short films not only entertain but also deliver thought-provoking messages to the society. Suketh Kumar, a final year student of Bio-informatics, directed *After Effects*, a short film about the effects of drug addiction. Having a theatrical family background and photography as a hobby helped him a lot in making the film.

Though these Directors are novice, their passion for film-making is no lesser than that of the professionals. More new students are coming up with short films every year. Sheetanshu



The budding directors.

Agrawal and Pratidarsh are among the new crop of directors in the University. Salil Shankar, Subramanian H, Priyadarshree Srivastava and Rahul Sharma all Electrical and Electronics Engineering (EEE) final year students have made many short films together under the banner of their production group 360

degrees. *Love derailed*, *Never let go* and *Static* are some of the short films they made.

For a newcomer, taking the first step is always very crucial. Improvisation is the key for film-makers not having much experience or sophisticated equipment. Sumeet Sahu,

final year, Electronics and Instrumentation Engineering, directed his first short film *Abjection* with just an inbuilt laptop camera.

“All you need is to speak your mind out through these films,” said Vinayak Seth, a final year student of Mechanical

Engineering. He had directed *Ehsaas*, a short film depicting the need of recalling the moral values learned in childhood.

Some of them even have plans to make a career in film making. This clearly shows how today's youth is ready to take risks to fulfill their dream.

HOTSPOT

# An exam time getaway



A view of the reading room.

Vishwanath S.

The months of April and May are dreaded by college students all over the country not only for the heat but also for the series of examinations it brings along. This is a time for a change in routine for most students, with lesser time for their Java Green escapades or long walks and more time for studying. For those who cannot study in the commotion of the hostel rooms, the reading hall is a boon. The Reading Hall in the University Central Library is the ‘Hotspot’ that ensures the student a peaceful, comfortable and clean setting for learning. Named as the ‘Own book

Reading hall’, the room is on the first floor of the Library building. The ambience is optimised for the students to study undisturbed. There is a Central Cooling system and a number of table fans inside to keep the students comfortable. The interiors are appealing with Chic-Cream coloured walls, plush chairs and tables to help students study with optimum concentration. The room is also Wi-Fi connectivity enabled, which provides them an access to various educational websites. The Orange Tree Cafeteria is just a floor below for the students to grab a quick bite. Shobhit Sharma, first year, Mechanical Engineering,

says, “It is the best place for studying in peace. Only thing is that it should have been bigger so as to accommodate more people as some have to resort to sitting outside on the stairs.” During leisure, some students use the reading hall for LAN Gaming, IM (Facebook) chats and video streaming. This is a place where careers are made and new friendships are forged.

The reading room is open from 8:00 am to 11pm on weekdays and from 9:00am to 9:00pm on holidays. It is left open all night long during exams. With the exams fast approaching, it is sure to be the centre of activity and the ‘hotspot’ of the campus.



# ANSH: An effort that is worth it

Trisha Anand

If you believe that the purpose of life is to make other lives better, here is a simple way to fulfil your purpose. A couple of hours from your weekend schedule can make someone literate. Your old clothes and shoes that you just throw away can fulfil someone's basic needs. You can do your 'ansh' through ANSH!

For those who don't know, ANSH is an organisation that was set up in 2008 and that aims at imparting primary education to children of the construction workers at the Kattankulathur campus.

At present, there are over 12 active volunteers in ANSH from B.Tech and 15 children who come to study every weekend in the evenings. It's very inspiring to see the underprivileged kids studying hard with dreams of becoming teachers, engineers and doctors. The team plans at extending its helping hand to the newly established Rotract Club at Vadapalni campus too.

ANSH impressed Dr. Kiran Bedi immensely at the Innominds Awards last September by reaching the finals under "Our

world" category.

The team is beaming with joy since two foundations recognised their efforts and have come forward to help them. Tripura Foundation has agreed to give Rs. 2000 monthly for better stationery and nutrition to these children. Abheek Health Education and Welfare Society, an NGO based in Bihar, is also in talks with the team.

"Being happy always and never losing the spirit to learn, is something the children have taught me," says Ananya, a team member of ANSH.

"We teach the kids basic mathematics and English along with some basic manners", explains Sunaina, a member.

"Providing us with a classroom will be very thoughtful of the administration since holding classes behind the auditorium on a rainy day is really difficult," reflects Ananya.

The team invites students from all domains, mainly first year students, in the University to volunteer and join the team. Interested people can contact Ananya at 8015204846 or theananya007@gmail.com.

## Tiranga Tattoos

Nikita Mahto

The World Cup fever brought to SRM the trend of face painting and tattooing. Third years, Gaurav and Harshita put up a stall for the same at the Food Court and another one at the Girls Hostel on the day of the India-Pakistan Semi-finals.

It was an instant hit, with over 200 students getting their faces painted and their arms tattooed with colours of the Tiranga, on the very first day.

Students could chose from Classical Elegance for Rs. 10 to Full Face paint for Rs.50. They

went on to include nail tattoos, revamping of old t-shirts with slogans like, "India Rocks!" and "Bleed Blue!", and also Japanese symbols amongst various other designs.

On the day of the India-Sri Lanka Final as well, students showed their support towards India by sporting tattoos of the Indian flag. Said Ms Kala Sridhar, Coordinator, Student Activities, "I was happy to see the spirit and unity during the World Cup. The initiative taken by these students was really good. It was something new and I'm glad everyone enjoyed it immensely!"

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Foreign culinary experts tasting Indian delicacies at SRM institute of hotel management



SRM School of teacher education & research annual day celebrations



One day meet on French language (left); A workshop on mathematics



Left : NSS-FSH inaugural function  
Right : Vice Chancellor Prof. Sathyannarayanan inaugurating ATM of IOB.



# विशेषज्ञों की निगाहों में हिन्दी

“है कौन विघ्न ऐसा जग में टिक सके आदमी के मग में ,  
खम-लोक ठेलता है जब नर पर्वत के जाते पाँव उखड़ ,  
मानव जब जोर लगाता है पत्थर भी पानी बन जाता है।”

- दिनकर

अमन कुमार एवं  
विपिन कुमार झा

एस.आर.एम. विश्वविद्यालय, कार्टनकोलातुर में विज्ञान एवं मानविकी संकाय के हिन्दी विभाग द्वारा एकदिवसीय राज्यस्तरीय हिन्दी सेमिनार 11 मार्च 2011 को संपन्न कराया गया।

दिनकारजी की ऊपर लिखी पंक्तियों को आत्मसात करते हुए हिन्दी विभाग द्वारा इस सेमिनार का सफल आयोजन संपन्न हो सका। इस सेमिनार का मुख्य विषय-वस्तु 'वैश्वीकरण व अनुवाद' (ग्लोबलाइजेशन एण्ड ट्रांसलेशन) था। सेमिनार का आयोजन तीन सत्रों में कराया गया - पहला सत्र आयोजन समारोह तो दुसरा सत्र पेपर प्रस्तुति एवं अन्तिम सत्र समापन समारोह के रूप में संपन्न हुआ।

इस राज्यस्तरीय सेमिनार के प्रथम सत्र के मुख्य अतिथि डॉ. प्रदीप कुमार शर्मा थे, जो शास्त्री भवन में उप-निदेशक के पद पर आसिन हैं। इनके अलावा एफ.एस. एच. के डीन डॉ. के. सैगोरी और एफ.एस.एच. के निदेशक डॉ. आर. वालासुब्रमनियन् भी वहाँ उपस्थित थे। इस सेमिनार का पहला दौर हिन्दी भाषा की विश्वस्तरीय विस्तार

और भाषा की एकरूपता के सिद्धांत पर आधारित रहा। “आज जब देश-दुनिया तेजी से आगे बढ़ती जा रही है तो हिन्दी भाषा का बदलता स्वरूप कहिए या तत्सम-तदभव का सम्मिश्रण, इसपर वैचारिक बहस अनिवार्य है।” ऐसा प्रदीप कुमार शर्मा ने कहा।

हिन्दी सेमिनार के दुसरे सत्र में पेपर प्रस्तुति के लिए राज्य के विभिन्न भागों से आए वक्ताओं में डॉ. सविता, डॉ. पदमा, डॉ. अशोक कुमार द्विवेदी एवं डॉ. जयशंकर बाबू प्रमुख थे। इन्होंने अलग - अलग क्षेत्रों में अनुवाद की प्रासंगिकता के बारे में छात्र-छात्राओं को अवगत कराया। इन्हीं चेहरों से जुड़े एक और शख्स थे जिनहोंने विद्यार्थियों का मार्गदर्शन किया 'विपिन कुमार झा'। एस.आर.एम. यूनिवर्सिटी के हिन्दी विभाग में इन्होंने एक अलग कीर्तिमान स्थापित कर रखा है। ये पूरा सत्र हिन्दी भाषा में अनुवाद के महत्त्व से ही जुड़ा रहा। डॉ. सविता ने विज्ञापन जगत में अनुवाद के महत्त्व पर विचार व्यक्त किए तो डॉ. पदमा ने सिने जगत में अनुवाद के प्रयोग की ओर ध्यान बटाय। इसके बाद डॉ. अशोक कुमार द्विवेदी (जो कि बाहरी जगत में आशिकाना अंदाज के कवि माने जाते हैं) ने अनुवाद के आधुनिक प्रारूप पर अपना पेपर प्रस्तुति दिए। इसी तरह से डॉ. जयशंकर बाबू ने



एफ.एस.एच. के निदेशक से स्मृति-चिन्ह ग्रहण करते हुए मुख्य अतिथि डॉ. प्रदीप कुमार शर्मा (बीच में)

टैक्नीकल अनुवाद जगत के सार्थक व निरर्थक पक्षों को रखा। इन सभी के अलावा युवा वक्ता विपिन कुमार झा ने भविष्य में अनुवाद के महत्त्व पर अपनी बातें रखीं। इस प्रकार से इस सेमिनार का दुसरा या मुख्य सत्र को अंजाम तक पहुंचाया गया।

इस राज्यस्तरीय हिन्दी सेमिनार का अन्तिम सत्र मुख्य अतिथि प्रो. श्रीराम रेड्डी के नेतृत्व में हुआ। इन्होंने वैश्वीकरण व अनुवाद पर आधारित इस

सेमिनार को अलग तरीके से देखने का आह्वान किया तथा बाजार की तामझाम से दूर रहकर आत्म-तत्त्व को समझने की बात कही। “आजकल बाजार सिर्फ और सिर्फ ग्राहकों को अपनी ओर लुभावने ऑफर देकर आकर्षित करने की है जो कि वास्तविकता से परे है।” ऐसा प्रो. रेड्डी ने कहा।

इस प्रकार से इस एकदिवसीय राज्यस्तरीय सेमिनार का सफल आयोजन एस.आर.एम. यूनिवर्सिटी

के हिन्दी विभाग के विभागाध्यक्ष एस. प्रीति के देखरेख में संपन्न हुई और इन्होंने इस पर अपनी राय प्रस्तुति के साथ सभी का शुक्रिया अदा भी किए। इस कार्यक्रम को सफल बनाने में हिन्दी विभाग के सहिदुल इस्लाम का भी काफी सहयोग रहा। इस राज्यस्तरीय सेमिनार को सार्थक बनाने में मद्रास हिन्दी प्रचार-प्रसार सभा का भी महत्वपूर्ण योगदान रहा।

## HOT WHEELS

# Aswath's slick Civic

R.Krishnan

A car has been and always will be a man's first love. Aswath Reddy, a final year Civil Engineering student, mirrors the same thought through his Honda Civic, which he has completely refurbished to his taste and it now stands apart where ever he goes.

From putting a 'Pioneer touch music system' by the firm "Metal effects" which also caters to the cars of stalwarts like A.R.Rahman, to stylish LED lights going around the headlight, Aswath has redone most of his love.

The Civic also sports a rear

spoiler and side skirts. Lenzo alloy wheels and a kit from Mugen, a pioneer in Honda car modifications, too have been added.

Looking at performance enhancing accessories, K&N typhoon air-filters imported from USA and a Reamus exhaust system from Austria have been added. This had enhanced engine breathing and has thereby increased the engine power by 5bhp.

"This has helped me keep the mileage the same even after adding so much weight in terms of the alloy wheels and skirts," says Aswath.

The most common mistake while accessorising is that people go over board and end up spoiling the look of the car. The car's design should be looked into before accessorising. Also, too many stickers, especially the loud and gaudy ones spoil the look of the car. Aswath has carefully maintained the look while personalising his car.

"The modifications have cost me over Rs 4 lakh with the music system alone costing Rs 1.4 lakh and not to mention a lot of running around. But they are completely worth it and have greatly enhanced my driving experience," says Aswath.



Aswath with his Civic.





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**B. Tech:** Aerospace Engineering | Architectural Engineering | Automobile Engineering | Bioinformatics | Biomedical Engineering | Biotechnology | Chemical Engineering | Civil Engineering | Computer Science & Engineering | Electrical & Electronics Engineering | Electronics & Communication Engineering | Electronics & Instrumentation Engineering | Food & Process Engineering | Genetic Engineering | Information & Telecommunication Engineering | Information Technology | Instrumentation & Control Engineering | Mechanical Engineering | Mechatronics | Nanotechnology | Nuclear Engineering | Software Engineering

**B. Arch (Bachelor of Architecture)**

**B. Des (Interior Design)**

**M. Tech:** Bioinformatics | Biomedical Engineering | Biotechnology | Chemical Engineering | Communication Systems | Computer Aided Design | Computer Integrated Manufacturing | Computer Science & Engineering | Construction Engineering & Management | Database Systems | Electronics & Control Engineering | Embedded System Technology | Environmental Engineering | Food and Nutritional Biotechnology | Geo Technical Engineering | Genetic Engineering | Information Technology | Information Security & Computer Forensics | Knowledge Engineering | Multimedia Technology | Power Electronics & Drives | Power Systems | Remote Sensing & GIS | Robotics | Software Engineering | Solar Energy | Structural Engineering | Telecommunication Networks | VLSI Design | Water Resources & Management

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**RANKING:** SRM is ranked India's No.1 Multiple Streams University (Engineering and Medicine) by The Times of India (The Education Times), GfK Mode Survey in 2009, joining the league of IITs, NITs and AIMS.

**ACCREDITATION:** The University is accredited by NAAC and other competent authorities. The Electronics and Communication Engineering B.Tech program of SRM University is the first in India to get accredited by the Engineering Accreditation Commission of ABET, USA, joining the league of world's best Universities.

**PLACEMENT:** It is a celebration of success at SRM on placing 2,023 students on campus just in 7 days with TCS 1091, Wipro 406, HCL 235 and others. It is also their highest ever recruitment in any single institution as of that date. It is indeed an honour for SRM to become the most preferred destination for top recruiters. Students are also placed in companies abroad directly at International salary levels.

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**ACADEMIC ENVIRONMENT:** Sprawling 550 acres, hi-tech facilities, eminent faculty, flexible and dynamic curriculum and exciting research.

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**APPLICATION FORMS ARE AVAILABLE:** At Lead Branches of Axis Bank, City Union Bank, Indian Bank, Karur Vysya Bank, State Bank of India and Post Offices. Also from Kattankulathur, Ramapuram, Vadapalani and Delhi NCR campuses.

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**ELIGIBILITY: B. Tech:** A pass in 10+2 or its equivalent and (a) For all programs: Minimum of 50% individually in Mathematics, Physics and Chemistry and 60% aggregate in Mathematics, Physics and Chemistry (b) For Bioinformatics, Biomedical Engineering, Bioprocess Engineering, Food & Process Engineering, Biotechnology and Genetic Engineering: Minimum of 50% individually in Mathematics or Biology, Physics and Chemistry and 60% aggregate in Mathematics or Biology, Physics and Chemistry.

**B. Arch:** A pass in 10+2 or its equivalent having a minimum total aggregate of 60% with English and Mathematics as subjects of study and a minimum score of 40% in National Aptitude Test in Architecture (NATA).

**PG programs:** A pass with minimum aggregate of 60% in the qualifying examination.

### IMPORTANT DATES FOR ENGG. | M.B.A | M.C.A:

Issue of Applications: 5<sup>th</sup> December 2010 to 31<sup>st</sup> March 2011

Last date for Receipt of Applications: 5<sup>th</sup> April 2011

Entrance Examination Preponed to: 23<sup>rd</sup> April 2011 (10.00 am to 12.30 pm)

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