



SRM
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SPECTRUM

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Lift off...

SRMSAT in Orbit



PROF. P SATHYANARAYANAN
PRESIDENT

Certificate Program in Business Management (CPBM)... Now in SRM

Prerana Agarwal & Rachana Asapu

"It is not just how well you engineer your product. It is all about how well you sell it". SJMSOM (Shailesh J.Mehta School of Management), IIT Bombay has launched the Certificate Program in Business Management at SRM University with the objective of educating engineering and science students in management.

This program provides an understanding of different operational aspects of an organization thus creating a new breed of techno-commercial professionals who can keep up with the demands of the competitive market.

SJMSOM has partnered with EDULIVE and has launched

"The program offers a great opportunity for students to differentiate themselves from 6-7 lakh engineers / science graduates graduating every year in India."

the Video Conferencing (VC) facility in the campus. The usage of Learning Management System (LMS) makes it possible to provide a complete learning environment. "There are 19 such centres all over India. Students can ask questions and get answers from the faculty of IIT Bombay, giving them the opportunity to interact with the professors personally. There is also a moderator who coordinates between the students and the virtual faculty," says Mrs. Sheela Shekhar, Regional Head of

EDULIVE, Chennai Division. The classes are very interactive and give an insight on business, marketing and financial affairs which science students usually lack. Also, the subjective and objective tests conducted weekly help in self assessment," says Shashikar, II year, Electronics and Communication.

The course duration is one year (240 hours) and all science and engineering students of second year and above are eligible.

SRM Psychiatrist elected as World representative

A Staff Reporter

Prof. M. Thirunavukarasu, Professor and Head, Department of Psychiatric, SRM University, Kattankulathur, won by a thumping majority the Zonal Representative election at the World Congress of the World Psychiatric Association (WPA) held at Buenos Aires, Argentina.

The WPA is a global association of national psychiatric societies aimed to increase knowledge and skills necessary for work in the field of mental health. Its member societies are presently 135, spanning 117 countries and representing more than 200,000 psychiatrists.

Professor Thirunavukarasu would now be representing Zone 16 of the WPA which consists of 10 countries namely, Bangladesh, India, Indonesia, Malaysia, Myanmar, Nepal,

The Philippines, Singapore, Sri Lanka and Thailand.

This zone would be the largest having the highest population in the world after China. He will hold office for a period of three years until 2014 and will be the zonal representative in charge of policies of Mental Health programs including improvement of Global Mental Health. Professor Thirunavukarasu, hails from Salem in the Southern State of Tamil Nadu and was Professor at Madras Medical College before he becoming Professor and Head of Psychiatric Department at Stanley Medical College and Hospital. He currently holds the same office at SRM Medical College, Hospital & Research Center. He has also served in the Tamil Nadu Dr.MGR Medical University in the capacity of Member of Senate and Governing Council.

Abhijeet Deb

Tourism has become a popular global leisure activity. SRM University, Kattankulathur campus celebrated the "World Tourism Day" by organizing an International Seminar on "Practical Initiatives in Promoting Responsible Tourism".

Anchoring the program, Anandth, a student in SRM's Institute of Hotel Management commented on what is meant by Responsible Tourism.

"It is the protection of the environment, conservation of natural resources, conservation of traditional practices and protection of the interest of the local community. Environment whether natural or man-made is an essential resource for tourism. Changes in environment are necessary for development of tourism but these changes need to be done aesthetically without damaging the environment in anyway. This is where responsible tourism comes into play," he said.

Dr. D. Anthony Ashok Kumar, Director and Principal, SRM Institute of Hotel Management said "Responsible tourism bestows harmony in tourists. It is the

SRM Institute of Hotel Management celebrates 'World Tourism Day'



present global trend imparting attributes to global warming, customs and diverse cultures of different countries" he said.

"The term responsible tourism has been added because it's time to take initiatives so that not only the organisers benefit out of the tourists but also the local people of the tourist centres are to be benefited ensuring development on all aspects" remarked Dr. M.

Ponnaivaiko, Vice Chancellor, SRM University. The Chief Guest, Mr. Karan Berry, General Manager, Courtyard by Marriot, Chennai, delivered the special address. Sharing his views on responsible tourism Mr. Karan said, "Tourism sector is the 3rd largest net earner of foreign exchange. As global warming and increasing population endangers tourism and affects the environment, certain initiatives

are to be taken to preserve tourism".

Mr. Karan also mentioned about the contribution of their organisation towards leprosy patients and charity through 'Bindo Art school'.

During the session queries were asked by the students as to how a hotel can reduce carbon footprints? MR. Kshitij, HR Manager, Courtyard by Marriot, Chennai said "it can be reduced through energy saving light bulbs, installing thermostatic valves on radiators, insulating the hot water tank, loft and walls, using solar energy, wind energy, recycling of greywater, zero solid waste, etc."

The seminar had paper presentations by various students from different colleges in and around Chennai on relevant topics such as Rural Tourism, Sports Tourism, Impact of Terrorism on Indian Tourism, Tourism in Cultural & Culinary, Contemporary issues in tourism and hospitality sector and Sustainable tourism. Mr. K.A .Madhava, Former Principal, IHM

Hyderabad, shared his views on sustainable tourism which attempts to make a low impact on the environment and local culture and helping to generate future employment for the local people. The aim of sustainable tourism is to ensure that development brings a positive experience for the local people, tourism companies and the tourists themselves." He added that sustainable tourism is not the same as ecotourism.

The session ended with distribution of awards for the best paper presentations. Dr. Krishna Raj, Head, General Management, the School of Management, SRM University and Mr. Arivazhagan, Assistant Professor, School of Management, SRM University were the judges for the paper presentations. Shyam Prasanna of Asan Memorial college bagged the first place and Sarthak Anand of IHM, Chennai, bagged the second place. Students gave a positive feedback saying that they were overwhelmed by the national-level seminar and were able to learn and share their views and ideas on responsible tourism and the initiatives to be taken in promoting it.

A Spectrum Reporter

SRMSAT, a nano satellite developed by Chennai-based SRM University, was launched into space on board the PSLV-C18 from Sriharikota. SRM is the first private university in India to launch a nano satellite.

SRMSAT, weighing 10.4 kg was designed and developed by about 50 students from various departments over a two year period. The satellite would have a life span of two years and would monitor greenhouse gases, Carbon dioxide and water vapour in the atmosphere using a grating spectrometer. A separate ground station has been set up at the university to monitor the satellite.

"Initially, ISRO will monitor the satellite from its ground station at Bangalore. After a week, SRM University will also monitor it from the ground station set up at

Soaring High...



At the Press meet in Chennai prior to the lift off.
From Left: The President, The Chancellor and the Vice - Chancellor

the campus", said Narayana Rao, Director (Research), SRM University. SRM would continue to work with ISRO in future, and would possibly

design another satellite in the next two years. said Chancellor Dr T R Pachamuthu. "It's a momentous occasion for us" the Chancellor remarked soon

after the launch.

Present for the historic event included the Chairman of the SRM Group Mr. P Ravi, the President of SRM University

P Sathyanarayanan and Dr D Narayana Rao, Director (Research).

"I am extremely happy to state that the PSVL-C18 mission was successful. The launch vehicle injected the satellite very precisely into the intended orbit," ISRO Chairman K Radhakrishnan said.

According to ISRO some 22 minutes after lift off, the first Megha-Tropiques satellite was injected into an orbit of 867 km altitude at an inclination of 20 degrees with respect to the equator followed by the injections of SRMSAT, VesselSat and Jugnu. The entire flight sequence including the satellite injection process was over in about 25 minutes.

SRM student team wins NASA award

A Staff Reporter

National Aeronautics and Space Administration (NASA) of the United States invited students to propose ideas and designs for future aircrafts that would use less fuel, produce less harmful emissions and make less noise. The student team from the Department of Aerospace, SRM Institute of Science and Technology, Kattankulathur, SRM University, participated in the contest and won the third place under foreign university team's category.

The team consisted of Mr. Akshay Garg (Graduated in June 2011), Mr. Surya

Kiran Peravalli (IV year), Mr. Abdul Sayeed Khan (III year) and Ms. Pate Sweetie Prakash (III year) and guided by Mr G Mahendra Perumal, Assistant Professor, Department of Aerospace Engineering, SRM University. Previous contributions in aeronautical research have benefitted present generation aircrafts in improving fuel efficiencies, lowering noise levels and lessening harmful emissions. Although substantial progress has been made, there is still large scope for improvements. NASA's Environmentally Responsible Aviation (ERA) project explores continuously in this regard and documents the feasibility,

benefits, and technical risks associated with vehicle concepts and enabling technologies that will help mitigate the impact of aviation on the earth's environment.

In order to engage and inspire the next generation of engineers and scientists, NASA poses technical challenges every year to both high school and college level students in the area of environmentally responsible aviation. Students are invited to submit their ideas and designs for vehicle or propulsion concepts and technologies that will assist in meeting the next decade goals. The contest is open to both US citizens and foreign students.

SRM student team developed a conceptual aircraft named as "SERA(SRM Environmentally Responsible) Airliner". The Team designed an airplane for 200 passengers incorporating efficient technologies in many aspects like fuel efficiency, aerodynamic performance with reduced take off and landing distances, use of modern composites with better strength and latest technologies to manufacture these composites, lesser emission than the present aircrafts in both

Soon, a centre for Space Technology at Kattankulathur

Mark Nathan

SRM University, which was recently adjudged as the Number one private varsity in the country, would set up a Centre for Space Technology at its campus in Kattankulathur.

Talking to reporters prior to the launch of SRMSAT on board the PSLV-C18 from Sriharikota on October 12, SRM Group Chancellor T R Pachamuthu and President of SRM University Prof. P Sathyanarayanan said talks were going on with the Indian Space Research Organization (ISRO) in this regard.

"Everything is in the planning stage. The talks in this regard will be carried forward once the launch of SRMSAT is over. It will take another five to six months to get a concrete shape", said

Prof. Sathyanarayanan.

"Once the Centre for Space Technology is established, we will introduce specialized courses on Space technology to churn out more space scientists to meet the growing demand", the Chancellor said adding that the Centre would focus more on research.

Talking about the SRMSAT, he said SRM University was the first private varsity in India to launch a nano satellite. Describing it as a momentous occasion the Chancellor stressed that the satellite, weighing 10.4 kg, was designed and developed by about 50 students from various departments over a period of two years.

pollution and noise and better airport performance considering the passengers convenience. Log on to http://aero.larc.nasa.gov/comp_awardees_univ_2011.

htm for more details. SRM team has also been invited for a presentation at NASA's Langley Aerodynamic Research Centre.



The SRM Student team

Robotics and emerging technologies

Dr.T. Rama Rao

The inaugural function of the IEEE Communication Society Student Branch at SRM University, Chennai under Telecommunications Engineers' Association (TEA) was held on 29th August 2011. The Chief Guests were Dr. N. R. Alamelu, Principal- AVIT, Chennai and Secretary, IEEE Madras Section and Chairperson of the IEEE Communication Society, Chapter of IEEE Madras Chapter and Mr. Saaminathan of Acharya Robotix, Chennai. Dr. T. Rama Rao, HOD, Department of TCE presided over the event.

Mrs. M.S.Vasanthi, Assistant Professor (SG) of Department of TCE introduced the chief guests to the gathering. The Chief Guest, Dr. N. R. Alamelu gave a talk on the salient aspects of the IEEE society and the benefits of having an IEEE membership. Furthermore,



Dr. T. Rama Rao, Dr.N.R.Alamelu, Mr.Saaminathan and Mr.V.Shastry

she also explained the various sub divisions under IEEE and about IEEE funding for student projects, which inspired the students to become an IEEE Member.

This was followed by an engaging technical presentation on Mobile Robotics, where Mr.Saaminathan laid special emphasis on communications perspective of mobile robotics. His talk was supplemented by interesting videos which

illustrated the different kinds of robots used in various fields.

He also stressed on the importance of robotics as an emerging technology and the various opportunities available for students who wish to pursue robotics as a career. Mrs. C. T. Manimegalai, Assistant professor (SG) introduced the IEEE members and office bearers to the audience.

All the participants felt and wished that the IEEE Comsoc Student Branch will play a vital role in moulding the careers of all Telecommunication Engineering Students at SRM University. Mr. Varadaraj Shastry, student secretary delivered the vote of thanks.

When demons, ghosts and mummies came calling

Archit Kacker & Prerana Agarwal

The Institute of Hotel Management (IHM), SRM University and the students of National Council conducted a rather amusing theme party. Picking Halloween as their theme, the entire ambience right from the floating mummies, haunting ghosts, candles under pumpkin faces to red and green mocktails and soups, scary looking yet delicious food was created.

The party boasted of ghost-riders, ghastly spirits, coffins, skeletons dangling around under red fluorescence; devil eyes and spicy batwings as starters, monster toes and tapeworm hot dogs in the main course and brain cup cakes and frog eggs for dessert-- and all of this being served by the demons themselves!

The chief guests Mr. Ratan Lal, Sous Chef and Mr. Harshad, Management Trainee both from Courtyard by Marriot, Chennai addressed the students. They appreciated the students for a clever choice of food menu and ingredients and said that the enthusiasm among the students took them back to their college days.

The party included song and dance performances followed by a fashion show in which the final year students showcased the Devil and Witch. The play by Fahim, final year, IHM gave out Halloween's message- 'You can play with nature as much as you like, but when it plays back, you are doomed.' The party concluded with Dr. Antony Ashok, Director, IHM, SRM University appreciating the organizers for the overall presentation of the theme.



Better ways to enjoy life



A Spectrum Reporter

"Drugs can ruin every aspect of a person's life" says

Mr. S.Davidson Devasirvatham, IPS, Zonal director, Narcotics Control Bureau, Chennai.

"People take drugs just for the pleasure they believe they can bring or to escape from their worries. But learning the facts about drugs can help you see the risks of chasing this excitement or escape" Mr.Devasirvatham, maintained. He was speaking at the meet of i-Factor, the Literary club of SRM University, Ramapuram campus. "There are better ways to enjoy life rather than getting into drugs" he emphasized.

Dr. C. Muthamizhchelvan, Director (E & T) SRM University presided over the function. Vice Principal Dr. L. Antony Michael Raj welcomed the gathering. Mithila Kannan, creative head of the club proposed the vote of thanks.

Job and career are not the same - Srinivasa Moorthy

Kartik Arunapuram

There is a popular misconception that choosing a job and choosing a career are the same but it is not argues Mr. S.A. Srinivasa Moorthy, the Vice President of SANMINA-SCI, a leading US based electronics contract manufacturer.

"A job is a stint of employment which is short term, money oriented and transient in which an individual works to get paid with no interest in furthering in any particular field. A career is the pursuit of a lifelong ambition or calling which involves skill, confidence and is more rewarding where leadership is manifested. An individual needs right fundamentals, independent thinking, communication and constant up gradation about the

industry for a job while a career also demands consistency, pro-activity, quick learning, team playing and the ability to take initiatives" he said at a recent seminar at SRM University.

To further explain his argument, he cited an example from the literary classic, Ayn Rand's Fountainhead, where the main protagonist, Howard Roark seeks a career and his best friend Peter Keating seeks only a job. That is why in the end, Roark builds some of the finest buildings using his skills, experience and imagination. But his friend Peter works only on old architecture and that too to support his basic needs.

"Chasing a title, money and fame often overrides ability, knowledge and happiness

and is a mere squandering of talent. Individuals must seek for excellence and the results will follow. This kind of attitude alone will ensure longevity in the industry" stressed Mr. Srinivasa Moorthy.

He also mentioned the job mis-match phenomenon which is common today. For instance, an ECE engineer takes up a job in the IT sector. He believes that it stems the economic growth and creates a mismatch of the skilled labour in the particular industry. Hence it is best when students decide to pursue a career in the field of their undertaking. "Jobs are owned by the company and a career is owned by you". The bottom line—we alone have the powers to shape our careers.

Strengthening relationship with Ford India

A Staff Reporter

To strengthen the relationship between SRM University and Ford India, an Memorandum of Understanding (MoU) was signed to offer an exclusive B.Tech. Part-time Programme (Mechanical & EEE) for their employees to upgrade their

qualification from Diploma to B.Tech. degree.

The programme was inaugurated by Mr. Tom Chackalackal, Executive Director of Ford India Chennai and Dr. M. Ponnavaiko, Vice Chancellor of SRM University.

SRM University is taking lot of initiatives in the area of

Industry-Institute Interaction and has established a separate cell. Industry-Institute Interaction Cell (IIIC) which coordinates with all the Faculties of the University and Industry to have a closer linkage in the areas such as Industrial Research & Consultancy, Continuing Education for Industry, Industry-Institute Exchange, and other

areas of mutual interest.

Ford India Private Limited, Chennai, approached IIIC for conducting short-term training programmes to update the skills of their employees. Over the last three years, short-term training programmes are being conducted for their employees and till date more than 80 batches of employees were trained

through this programme. Ford-sponsored Automotive Components Laboratory has also been established at SRM University.

Dr. T.P. Ganesan, Pro Vice Chancellor, Dr. C. Muthamizhchelvan, Director (E&T), Prof. A.N. Parameswaran, Dean-IIIC, and the concerned Heads of Department attended the function.

Demand for Mechatronics Engineers Increasing

Siddharth S.

“Give me a place to stand, and I will move the Earth”, expressed Mr. K. Sivanathan, Convener, AME in his inaugural address about the Association of Mechatronics Engineers (AME). Thiru. V. Carmelus, Chief General Manager, Chennai Metro Rail Limited inaugurated the “Association of Mechatronics Engineers” recently.

Mr. K. Sivanathan, one of the faculties in the Department of Mechatronics then enlightened the gathering on the formation of this association and also its future plans. “AME is soon going to establish a department library for the students, by the students. Also, AME has started an Innovation wing wherein the association interacts with industries and provides solutions for the problems faced in the field. AME is also planning to organize events, workshops, guest lectures and conduct conferences at both National & International level”. AME runs on a motto “Plans don’t matter, it is planning that matters”. Apart from this, the association is also devoting time towards social service. Dr. B. Vinayagam, Head of the Department of Mechatronics gave a speech on Mechatronics followed by the report wherein he spoke about the hard work put in on the inception of this association. He also stressed on the perfection of the concepts, as the current demand for Mechatronics engineers in the industry on the increase. He mentioned in his address about the growth

of the department since its evolution. Dr. P.K.A. Muniswaran, Director (OFD) then delivered the Presidential Address. He appreciated the spirit with which this association has begun and wants to see the growth of this association. He encouraged the association to perform well in the future. Later, the Chief Guest, Thiru. V. Carmelus, delivered a speech wherein he encouraged students to take up projects in association with industries. He also proposed to give some

projects to the students of the Department of Mechatronics in association with the Chennai Metro Rail Limited.

A Guest Lecture on “Rolling Stock (METRO TRAIN)” followed the inauguration, wherein Mr. V. Carmelus spoke of the applications of Mechatronics in the Metro train, the developments and the future plans going on in the Chennai Metro Rail. The session was then followed by a question-answer session.



From right : K. Sivanathan, Convener; Dr. P.K.A. Muniswaran, Director (OFD); the Chief Guest Thiru. V. Carmelus; Dr. B. Vinayagam, HOD, Mechatronics; Rishab Bharadwaj, President, AME.



A student asking a question

SRM University tops placement charts

With 2,336 placed in top 3 IT companies

R. Krishnan

“This year again, SRM University has produced amazing results with 1,214 students placed in TCS, 849 in Accenture and 273 in Wipro” said Prof. S. Ganapathy, Dean - Placement, Faculty of Engineering and Technology, SRM University. Speaking to Spectrum on the current placement scenario at SRM University, he said, “The cumulative number of students recruited by the top 3 recruiting companies is higher than any other University. Hence, we have topped the placement charts with the highest number of students placed.” The placement drive has benefitted both UG and PG students.

Some non-IT companies that have recruited in the campus include Global Scholar, Capital IQ, Organic Apex, Sourcebits, Mu Sigma, John Deere and SAP Labs. Mu Sigma, an analytical service provider has recruited 33 students with a pay package of effectively ₹ 6 lakh p.a. SAP Labs, a leading SAP Research and development center had taken in students last year as interns and had subsequently absorbed them for their good performance. This year, they have recruited 11 students directly with a healthy pay package of around ₹ 6.5 lakh and other benefits.

“Accenture has offered a one-of-a-kind paid internship for the students selected. The students would start their internship by February 2012 itself and would be paid a stipend of ₹ 7,500.

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They would therefore be on a fast track and join the company as qualified employees.” Prof Ganapathy said.

The placement cell has taken up a lot of measures to get maximum number of students from the university recruited. A part of this exercise involved hosting faculty and student development programs in association with companies. One such program was held in collaboration with TCS recently benefiting CSE, IT and MCA students.

“With many more companies expected to come, the placement scenario is definitely looking up for SRM University” Prof Ganapathy added.

Pradeep Kumar

A popular saying in the filmy world goes like this – “The fate of a filmmaker is judged every Friday”. However, veteran filmmaker K Balachander begs to differ as he believes that, “Too much emphasis over commercial qualities is the reason why filmmakers are under such pressure.”

He was speaking at the felicitation ceremony organised by SRM Sivaji Ganesan Film Institute (Vadapalani campus) in honour of the artists, producers and directors who represented the Tamil Film Industry at the 58th National Film Awards, held in New Delhi earlier this year, winning in no less than 14 categories.

Dignitaries from the celluloid world made their presence felt at the C-Block auditorium in the campus as the dormancy of a Friday night diminished slowly under the soothing influence of the musicians performing the mangala vadya. Notable amongst the industry people present were actor Dhanush, lyricist Vairamuthu,

58th National Film Awardees Honoured by SRM Sivaji Ganesan Film Institute

actress Saranya Ponvannan, directors Vetri Maaran and Seenu Ramasamy, actor Thambi Ramaiah and art designer Sabu Cyril. The Chancellor Dr TR Pachamuthu was the honourable chief guest. He was accompanied by the Vice Chancellor Dr M Ponnaivaiko and the Director – Faculty of Science & Humanities Dr R Balasubramanian.

Mr Gnana Rajasekaran, Dean of the Film Institute, a national film awardee himself spoke in high regard of the personalities during his welcome address. The Vice Chancellor in his Presidential Address spoke about the potential of the film industry and how it can go a long way in aiding the nation’s development cause. “Cinema is not only a medium

of entertainment but it is a medium of learning. It is because of this potential that I firmly believe that films have the capacity and can do justice in addressing problems that are affecting the roots of this nation”, said the Vice Chancellor.

The Chancellor, who caught a section of the press fraternity unawares with his well-directed light vein statements, thanked the support and involvement of the Sivaji Ganesan family in helping set up the institute. He also expressed his desire in making such felicitation ceremonies a regular fixture in the scheme of events. “I consider such ceremonies to be a mark of respect shown towards the artists. It is in recognition of their contribution to the art form that they are involved

in”, maintained the Chancellor. He also talked about introducing a new fund that would annually give away certificates and prize money worth ₹ 20 lakhs. “This will certainly provide the boost that young artists in our country are looking for. And providing them with the funds to achieve their dream will only spur them on”, said the Chancellor. The night was, however, special for one person. K Balachander who was recently conferred the Dada Saheb Phalke Award by the Government of India for his outstanding contribution to Indian cinema over his lifetime was as ever jubilant and witty with his statements. Balachander who was called up to share a few words after he was presented with the special memento said “There is no



தமிழ் திரைப்பட கலைஞர்களுக்கு பாராட்டு விழா

தேசிய விருது பெற்ற தமிழ் திரைப்பட கலைஞர்களுக்கு எஸ்.ஆர்.எம். சிவாஜி கணேசன் திரைப்பட கல்லூரி நினைவு பரிசு வழங்கி கௌரவித்தது.

நீ. ராம்கிருபாகர்

இந்தியத் திரைத்துறைக்கான 58வது தேசிய விருதுகள் வழங்கும் விழா கடந்த செப்டம்பர் மாதம் தில்லியில் உள்ள விக்பார் பவனில் நடைபெற்றது. தமிழில் இருந்து ஆறு படங்கள் (ஆடுகளம், எந்திரன், தென்மேற்குக்குப் பருவக்காற்று, மைனா, நம்ம் கிராமம்) தேர்வு செய்யப்பட்டன. தேர்வான ஆறு படங்களுக்கும் விருது கிடைத்தது என்பது குறிப்பிடத்தக்கது. இதில் விருது பெற்ற தனுஷ், சரண்யா

பொன்வண்ணன், வைரமுத்து, வெற்றிமாறன், தம்பி இராமய்யா, சுகுமாரி, சாபு சிரில், திணைவு குமார், கிஷோர், இந்த்ரன்ஸ் ஜெயன், வி.ஸ்ரீனிவாஸ் எம். மோகன், சீனு இராமசாமி, ஷிபு ஐசக் மற்றும் ஜெயபாலன் உள்ளிட்ட 14 கலைஞர்களுக்கும் இந்தியாவின் உயரிய சினிமா விருதான தாதா சாகெப் பால்கே விருதினை பெற்ற இயக்குநர் சிகரம் கே.பாலசந்தர் அவர்களுக்கும் வடபழனியில் உள்ள எஸ்.ஆர்.எம். பல்கலைக்கழகம், எஸ்.ஆர்.எம். சிவாஜி கணேசன் திரைப்பட கல்லூரி சார்பில் பாராட்டு விழா நடைபெற்றது.

நினைவு பரிசைப் பெற்றுக்கொண்ட கேபாலசந்தர் பேசியதாவது, “வாழ்க்கையின் பிரதிபலிப்பு தான் சினிமா, ஒரு மனிதன் அகத்தே நினைப்பதை புறத்தே காட்டுவது சினிமா, ஒரு படம் வெற்றி பெறுவதற்கான இரகசியமும் இதுவே”. பாராட்டு விழாக்களைத் தவிர்க்கிறேன் என்று கூறிய கவிப்பேரரசு வைரமுத்து, இவ்விழாவிற்கு வந்ததன் காரணம் சிவாஜி கணேசன் திரைப்பட கல்லூரி என்ற பெயரும், பச்சமுத்து என்ற மனிதரின் சாதனைகளும் தான் என்றார். சிறந்த பாடலாசிரியருக்கான விருது இந்த ஆண்டு வைரமுத்துவுக்கு வழங்கப்பட்டது. இவ்வரிசையில் அதிக முறை விருது



பெற்றவரும் இவரே (ஆறு முறை). தனுஷ் மற்றும் சரண்யா பொன்வண்ணன் ஆகியோர் தாங்கள் தேசிய விருது பெற காரணம் தங்கள் இயக்குநர்களே என்றனர். ஆடுகளம் படத்தில் ‘பேட்டைக்காரன்’ என்ற கதாபாத்திரத்தில் நடித்தவர் ஜெயபாலன், இவர் ஒரு இலங்கை தமிழ்க் கவிஞர், கலாச்சார ரீதியாக இந்தியாவையும் தனது நாடகத்தான் பார்க்கிறேன் என்றார்.

விழாவில் பல்கலைக்கழகத்தின் வேந்தர் திரு.ஆர். பச்சமுத்து, துணை வேந்தர் முனைவர் பொன்னவைக்கோ, அறிவியல் மற்றும் கலைப் புலத்தின்

இயக்குநர் முனைவர் பாலசுப்ரமணியன் ஆகியோர் பங்கேற்றனர். துணை வேந்தர் பேசுகையில், கலைத்துறையில் சாதனை புரியும் கலைஞர்களுக்கு 20 இலட்ச ரூபாய் வழங்கும் திட்டம் மேற்கொள்ளப்படும் என்றார். பின்பு பேசிய இயக்குநர் இது போன்ற பாராட்டு விழாக்கள் இனி வரும் ஆண்டுகளிலும் தொடரும் என்றார். முன்னதாக திரைப்பட கல்லூரியின் முதல்வரும், தேசிய விருது பெற்ற பாரதி மற்றும் பெரியார் திரைப்படங்களின் இயக்கநருமான திரு. ஞான ராஜசேகரன் விருந்தினர்களை வரவேற்று பேசினார்.

noured itute

such thing as a success formula for a film to click well with the audiences. Perhaps the simplest idea for the filmmaker is to create a content that the common person is able to relate to oneself with ease.” He also had a word of wisdom to share with the current crop of youngsters aiming to make it big in the world of cinema. Talking on the worldwide phenomenon that is cinema, KB expressed concern that most of modern era films have had their souls taken out of it adding that “when cinema is considered for entertainment, the art form takes a backseat.” Short footages from the award winning movies was compiled and played by the students of the Film Institute. All the luminaries were presented with a memento and a shawl.



Nurturing creativity, talent and confidence

Rohini Bothra

Every girl loves her bling! Keeping this in mind, the Creative Arts and Design club opened up its bundle of creativity with a Jewellery making and Mural painting workshop. Ms. Jayathi who was guiding the participants throughout the session taught them how to design and put together elegant necklaces and earrings which brought about smiles on faces of all the participants. The participants were allowed to take home their dazzling works of creativity.

The afternoon session was dedicated to training the enthusiastic crowd in the art

of mural painting. Designs were chosen by the participants themselves and they were taught how to make the fresco. Provided with cardboard pieces, paints and colors, the end of the day saw a bunch of paintings with the proud artists standing around them—tired, but yet in high spirits.

The Creative Arts and Design Club understands that in every mind is some hidden creative talent. It will provide students opportunities which will help them foster their creative selves and thus realise their true potential and in the process increase their self-confidence.

Workshop on Laparoscopic skills

Jasmine Muhammad

SRM Medical College has been chosen as one of the venue for the pre-conference workshop conducted by the Federation of Obstetric & Gynecological Society of India (FOGSI). The Department of O&G of SRM Medical College in collaboration with Obstetric and Gynecological society of Southern India (OGSSI) gave an opportunity to practice various Laparoscopic skills for yuva (under forty) gynecians. The one day workshop held at SRM Laparoscopic simulation Centre was inaugurated by the Dean Dr.Thirumanavalan and was

co-ordinated by Dr.Anjalakshi Chandrasekhar who is the HOD and is an Executive member of OGSSI. Around twenty doctors from all over Tamilnadu participated.

Lectures on various topics helped the practicing gynecians to understand various skills in laparoscopy and they practiced the techniques like pattern cutting, knot tying, peg transfer, veress needle insertion etc. Dr.Suraj, Dr.Parivalavan, and others at SRM Medical College guided the participants. SRM has an advanced and widely acknowledged Laparoscopic Simulation Centre.



Participants at the workshop

INTERVIEW

Promoting the creative pursuit of science

"Innovation in Science Pursuit for Inspired Research (INSPIRE)" is an innovative programme sponsored and managed by the Department of Science & Technology (DST), Government of India. The basic objective of INSPIRE is to promote creative pursuit of science, attract scholars to the study of science at an early age and thus build the human resource pool required for strengthening and expanding scientific knowledge and research

in the country.

The DST offers scholarships every year to meritorious students across the country.

Poovitha, a researcher from the Department of Genetic Engineering, SRM University, is one among them. In a chat with **Spectrum's Vishwanath. S**, she elaborates more about the fellowship, her interests and future plans.



Poovitha

Question: Could you tell us more about the fellowship?

Answer: I've been chosen for an integrated M.Tech and PhD course; hence I'll receive a dual degree at the end of my course. It is called the DST-INSPIRE fellowship. It is a great scheme for rank-holders and the first of its kind. This is a very prestigious programme and is equivalent to a Council of Scientific and Industrial Research (CSIR) Fellowship, which obviously means a lot. In addition to students, DST-INSPIRE also honours professors and lecturers with the INSPIRE Faculty Scheme. This makes for an impressive resume and usually lands them in good jobs at top institutions across the country.

Q: How and when can one apply for the scholarship?

A: Applications are usually handed out only once a year, but now the Government has decided to open two windows, in January and September of each year. The number

of applicants has risen to 216, and some scholars are even chosen after the completion of their B.Tech. But this is exclusively for the top rankers.

Q: Your grades must have been exceptional then.

A: Yes, my B.Tech CGPA was 9.65 while my M.Tech yielded a perfect score (10). Five people from our college applied, and I was the only one to get selected.

Q: How do you want to proceed?

A: I will work here on my PhD thesis "Molecular Study and Recombinant Synthesis of Hypoglycaemic Proteins from Bitter Gourd (*Momordica Charantia*)" till 2015. My objective is to find and characterise the proteins responsible for the vegetable's amazing anti-diabetic properties, and mass-produce them for a commercially available supplement for people afflicted with diabetes. Ironically, my research has yielded that the bitter-tasting substance secreted by the gourd is not functionally

similar to insulin, thus pointing us in a whole new direction to many molecules that might help in treatment or therapy for Diabetes Insipidus.

Q: Did you think of patenting your research?

A: Yes! Till now, researchers have focussed only on the seeds of the Bitter Gourd, which contains embryonic proteins of great nutritive value. But I am trying to isolate compounds from the pulp, which not many people have done. I hope I can isolate a protein soon. Then, I will be able to file a patent.

Q: Does the Research stipend match up to the cost involved?

A: The government has been very supportive, and I am honoured to receive this scholarship. In addition to a generous stipend, they give 16-20% HRA (house rent allowance), plus an annual Contingency Plan that covers travel expenses, lodging and medi-claim. Yes, it does fulfil all my research needs.

TALK TO ME: A campaign on breast feeding

Jasmine Muhammed and Sudipta Saha

SRM Medical College celebrated the World Breast Feeding Week, in collaboration with the Department of Paediatrics. The function which was held at SRM Hospital Seminar hall was inaugurated by Tmt. K.Kanmani Director (Nutrition) ICDS, Chennai. The theme of the campaign was Breast Feeding a 3D Experience, which

explains the three dimensions of Breast Feeding like Time, Place and Communication. This year the celebration was named as "Talk to me." Recent National Family Health Survey report shows that, around 67% of mothers do not breast feed their child because of their busy life schedule and the influence of baby food industry. Beauty consciousness is another factor which influences the mothers

to find a substitute for breast milk. SRM started to celebrate this from 2005 onwards, says the Dean Dr.Jamespandian. The Department organised Breast Feeding Week as a campaign than a celebration. Dr K. Kanmani said that breast feeding helps the mother to lose fat after delivery and it keeps her healthy. Another advantage is that, chances of getting breast cancer and ovarian cancer will be less.

Mega Blood Donation Camp held at SRM Speciality Hospital

A Spectrum Reporter

SRM University Vice-President and Secretary, Valliammai Society Dr. R. Shivakumar inaugurated the mega blood donation camp which was organized by the

SRM Speciality Hospital in association with the Lions Club International District-324A1 at its Ramapuram campus.

Dr. Shivakumar also donated a unit of blood. More than 3,000 units of blood were collected

during the day long campaign and distributed to 14 hospitals in the city.

The camp was organized to create awareness among the college students on blood donation which is vital in saving precious lives, that are lost for want of blood.

Speaking to reporters on the sidelines of the Blood Donation Camp, Dr. Shivakumar drew attention to the fact that there has been an increase in fatalities due to road accidents.

The students of the SRM University, Ramapuram campus, SRM Dental College and Hospital and Easwari Engineering College, the faculty and management of the hospital also donated blood. It was also open to the public as well.

Dr. Shivakumar added that a mega Blood Donation camp would also be extended to the main campus at Kattankulathur soon. He said each person could donate blood about four times a year. SRM University Pro-Vice Chancellor Dr. P. Thangaraju and PMJF Lion N. Rajasekar, District Governor 324A1 and officials from the three institutions were present.



SRM University Vice-President and Secretary, Valliammai Society Dr. R. Shivakumar donating a unit of blood. (Below) Other donors at the camp.



Inaugurate, Ideate, Innervate, and Innovate!

Amrutha Murali

I-cell or Innovation cell which started this April is a brain child of Mohan, a 3rd year B.Tech. Electronics and Instrumentation student.

"There was no club out there which helps budding innovators, I-cell was started to give the initial help to those who need it" says Mohan.

I-cell is an integral part of a larger unit, the E-cell or the entrepreneur cell which mainly looks at the business aspect of plans. On the other hand, the I-cell will focus its attention on research and grants. They have a total of 280 registered members as of now.

"For the I-cell to be a success

it should work along with the E-cell, so that the ideas generated can be marketed effectively. Everybody has a unique potential and all they have to do is 'switch on' their potential to make a difference internally and externally" says Ms. Anuradha Parakkat.

All budding innovators are encouraged to put forth their ideas. The idea generated goes through a long and tedious selection process. Starting from the staff coordinator to the research director, the candidate is quizzed extensively on his/her top of innovation.

The I-cell has received about 14 projects and they are under scrutiny. The I-cell meets twice a month and has a registration fee of ₹ 50.

Festivity at SRM

Sudipta Saha

"I felt that I was attending Durga Puja in my home in spite of being miles away in this campus" quipped Anusha Dutta a final year student. SRMites celebrated durga puja in a grand fashion with all the rituals and pious ceremony performed to worship the Hindu goddess of power, Durga, Lakshmi, Saraswati along with Ganesha and Karthik. SRM students inaugurated this festival with a Gujarati folk dance 'garba' to celebrate navratri at the auditorium ground. Durga Puja is not simply about celebrations and feasting but actual carousing of it is enlightenment of soul and the triumph of good over evil and students at the Kattankulathur campus carried out the religious ceremony by yognas and various other religious customs.

World Heart Day celebrated at SRM Medical College Hospital

Staff Reporter

With the theme 'One World, One Home, One Heart', the World Heart Day was celebrated at the SRM University at its campus in suburban Kattankulathur. Every last Sunday of the month of September was being celebrated as the World Heart Day. But from this year it would be celebrated on September 29.

The day was being celebrated to create awareness among the people on prevention of non-communicable diseases like heart diseases, which were on the rise due to sedentary lifestyles, stress, consumption of tobacco and alcohol.

Inaugurating the programme organized by the SRM Medical College Hospital and Research Centre, SRM University Vice-Chancellor



SRM University Vice-Chancellor, Dr. M. Ponnaivaikko, Dr. Mathew Samuel and Dr. G. H. Mudge releasing the proceedings as part of the World Heart Day celebrations. Also seen are SRM University Pro-Vice Chancellor, Dr. P. Thangaraju, Registrar, Dr. N. Sethuraman and SRM Medical College Hospital and Research Centre Director Dr. M. Ganapathy.

Dr. M. Ponnaivaikko said the World Health Organization (WHO) has warned that by

2016, 60 per cent of the World's cardio-vascular disease patients would be from India. It had

also predicted that 30 to 40 per cent of India's 1.2 billion population would have heart diseases. "Of this vulnerable population, over 40 per cent of the patients are in the prime age group of 35-40 years", he said, calling for creating more awareness among the people to prevent heart diseases. The SRM Hospital organized a Cardiac Health camp for SRM, Teaching, non-teaching faculty and their family members.

The 'Continuing Medical Education' Programme on 'Coronary Angioplasty Current Practices and Future Trends' was presented by Dr. Mathew Samuel MD., DM (Card), President, Cardiology Society of India & Director Interventional Cardiology, Apollo Hospitals, Chennai and the CME on 'Cardiac Replacement at Cross Road' was presented by Dr. G. H. Mudge MD., President & CEO, Partners International, Boston, USA. SRM University Pro-Vice Chancellor Dr. P. Thangaraju and Registrar Dr. N. Sethuraman spoke on the occasion.

Making thermal imaging affordable to the common man

Mark Nathan

The Department of Biomedical Engineering, School of Bio-Engineering (Faculty of Engineering & Technology), SRM University in association with the Indira Gandhi Centre for Atomic Research (IGCAR), Kalpakkam, Consortium of Biomedical Research, SRM University and Indian Nuclear Society (INS), Kalpakkam organised- a 'first-of-its kind' National Seminar on Medical Thermography at SRM University, Kattankulathur.

The Seminar discussed basic and advanced topics in IR Camera Technology & Applications of Medical Thermography & Image Processing in Breast Cancer, Diabetes Mellitus, Rheumatoid Arthritis & Connective Tissue Disease, Lung Cancer, Pain Management, Stroke, Kidney Infection, Thyroid, Vascular Disorders, Rheumatoid Arthritis among other diseases. There were interactive Demonstrations with Case Study as well. Prof. Dr. Ramesh C. Deka, Director, All India Institute of Medical Sciences (AIIMS), New Delhi, the chief guest inaugurated the National Seminar. Addressing

the gathering he advised the participants to innovate new medical diagnostic equipments including the thermal imaging system so that imaging can be given at affordable price to the common man.

Dr. B Venkatraman, Head, QA Division of IGCAR detailed on the thermal imaging technology and on their uses and recalled the support extended by the SRM University on Medical Thermography.

Dr. S.C. Chetal, distinguished Scientist and Director, Indira Gandhi Centre for Atomic Research (IGCAR), Kalpakkam in his keynote address said that the young budding engineers should innovate more technologies by combining the available resources and help in building up medical equipments indigenously like scans, imaging systems, X-ray systems etc., which are imported now.

SRM University Vice-Chancellor Dr. M. Ponnaivaikko, Pro-Vice Chancellor Dr. P. Thangaraju, Registrar Dr. N. Sethuraman and other University official's spoke on the occasion.

A Maiden Publication... from the School of Public Health

Initiative among firsts in India; Novel Faculty-mentoring program behind the success

Navneet Iyengar

One of the newest members of SRM University, The SRM School of Public Health is planning to come out soon with a first of its kind publication—a compilation of summer projects submitted by the students. Says Dr. Satish Kumar, Dean, SRM School of Public Health

“This is the first book ever, which would be brought out by a Public Health School of any University in India. We plan to bring it out by the end of December this year” he said. The publication would consist of studies on various public health problems like Cervical Cancer, Antenatal care, Consequences of Menopause, Road Accidents, Job induced stress and Polycystic Ovary Syndrome.

These studies have been carried out systematically over different time spans ranging from six months to a year. It is also planned that the publication

would be made available online so that it helps the researchers and policy makers. Adds Dr. Satish Kumar, “Such studies help in a three pronged manner—they add to public health knowledge, facilitate further research and provide information about comparative studies.”

The School has been successful in this venture due to its unique mentorship program. The students finalise the research areas, develop the methodologies and come out with proposals for prospective studies. The Faculty Mentor then provides guidance to them and helps in successful completion of the research.

“Once the students join they are assigned to a Faculty Mentor whom they stay associated with, till the end of their college studies. This improves the Faculty—Student bonding and makes research work much smoother and simpler. Ours is one of the first schools in SRM University to have such a

mentorship program. Each Faculty member has 3-4 students under him and they work together till the end of the program to come out with technical studies in some of the lesser researched areas” he explains.

Some of the novel studies that would be featured in the book deal with—Assessment of Female Laparoscopic Sterilization in Government Camps, Effects of the Presence of Husband as a companion during childbirth, Assessment of Cognition Status among Elderly Tribal population, Nicotine Dependency among Adolescents, etc. When asked how such studies help students and the University, he replies “The refined structure helps in improving the quality of student research in the University. Furthermore, it assists the students in getting publications which go a long way in helping those aspiring for higher education.” The school looks forward to bringing out 30-40 more publications in the next decade.

SRM prevails

A State-Level inter Collegiate Volleyball (Men) Tournament named Ayya Nadar Trophy was organised by Ayya Nadar Janakiammal Arts College, Sivakasi, recently.

In the qualifying rounds, SRM University beat Virdhunagar Arts College, Score: 25-07, 25-06 and Jamal College, Trichy, Score: 25-17, 25-12.

SRM University beat Loyola College, Chennai, Score: 25-16, 25-20.

Semi Finals

SRM University beat Sri Krishna Arts College, Kovai Score: 25-23, 25-15, 25-21.

Finals

SRM University beat Panimalar Engineering College, Chennai, Score: 25-07, 25-06.

Best Player : R.Rajkumar, SRM University.

SRM dominates in IIT Kanpur

IIT Kanpur organized an all India inter colligate tournaments recently. SRM participated in 6 sporting events in this tournament. SRM secured 1st place in all the events.

Tennis - Men

SRM beat IIT Rookie - B Score: 6-2, 6-1. SRM beat IIT Bhu. Score: 6-0, 6-1. SRM beat IIT Kanpur - B. Score: 6-0, 6-1

Semi Finals

SRM beat IIT Kanpur - A Score: 6-4, 6-3.

Finals

SRM beat IIT Rookie - B, Score: 6-3, 6-3. Players Name: M.Hariprasath, P.Manikandan, Manav kumar Chakma & Prithvi.

Badminton - Women

SRM beat NIT Trichy. Score: 2-0. SRM beat IIT Kanpur, Score: 2-0.



The Chairman of the SRM Group, Mr. P.Ravi (Seated Left) and the Director of FSH & Sports Dr. R.Balasubramanian (Seated Right) with the Chess Team.

Semi Finals

SRM beat DUT, Delhi, Score: 2-0.

Finals

SRM beat NIT, Trichy, Score: 6-3, 6-3, Players Name: Archana Devi, Parvathy & Suresh

Chess - Men

Round 1: SRM beat, DUT, Delhi, Score: 4-0; Round 2: SRM beat, VNIT, Nagpur, Score: 4-0; Round 3: SRM beat NIT, Trichy; Round 4: SRM beat, IIT, Rookie, Score: 3.5-0.5. SRM Won the First Place 14.5 points-16 points. Players Name: Arunkarthik, Ramnath, Premnath and Aravind

Basketball - Women

SRM beat GSIT, Score : 100 -46. SRM Beat NIT, Trichy, Score : 103-29.

Semi Finals

SRM beat Venky College, Score : 118-40.

Finals

SRM beat JMC, Delhi;

Score :60-34

Tennis - Women League

SRM beat Delhi College of Engineering, Score: 6-1, 6-1; SRM beat IIT Rookie - B, Score: 6-1, 6-3; SRM Beat IIT Kanpur - A, Score: 6-0, 6-1.

Semi Finals

SRM beat IIT Kanpur - B, Score: 6-2, 6-1.

Finals

SRM beat IIT Rookie - A, Score: 6-0, 6-1; Players Name: Lekha Chandra Sekar, Chitra Lakshmi Sangita. K.S

Table Tennis - Men

SRM beat IIT Mandi, Score :3-0, SRM beat NIT, Trichy Score : 3-0.

Finals

SRM beat IIT, Kanpur Score:3-0. Players Name : Adthiya, Vivekprasad & Dheeraj Rai. SRM University secured overall Championship.

SRM Crowned Colloseum 2011

Colloseum 2011 was organized by Sastra University, Thanjavur recently. Totally more than 60 colleges and universities participated in this state level mega inter collegiate. SRM secured the overall title in Colosseum 2011. Brief details are as follows:

Cricket

SRM University won against Periyar Maniyammai University, Tanjore. Score: SRM University 146-4 in 16 overs, Bharat Shankar -76. Periyar Maniyammai University, Tanjore, 117 All out, Bharat Shankar 4-5, Aushik Srinivas 2-6.

Semi Finals

SRM University won against Easwari Engineering College. Score: Easwari Engineering

College 122 in 25 Overs. Aushik Srinivas-3-13, SRM University 124-4 in 16 Overs, Bharat Shankar - 34 not out, R.D. Ashwin - 56.

Finals

SRM University won against Sastra University, Tanjore. Score: SRM University 149 in 30 Overs, S. Karthik - 40, R.D. Ashwin - 33. Sastra University 80 all out in 22 Overs, R. Aashish Kumar - 4/20, S. Senthilnathan - 3/6, SRM University won I Place.

Badminton - Women

I League: Score, SRM University beat SRC, Kumbakonam 2-0, II League: SRM University beat Chettinad, Tanjore 2-0, III League: SRM University

beat PSG Tech, Kovai 2-0.

Semi Finals

SRM University beat Periyar Maniammai University, Tanjore 2-0.

Finals

SRM University beat Sastra University, Vallam 2-0. SRM University won I Place.

Basketball - Women

I League: SRM University beat Parisutham Engg. College, Tanjore 35 - 8. II League: SRM University won against Sudharsan Engg. College, Tanjore. III League: SRM University beat Sastra University, Tanjore, 34-14.

Semi Finals

SRM University beat King Engineering College, Tanjore 38 - 16

Finals

SRM University beat SSN Engg. College, Chennai 47- 22. SRM University won I Place.

Table Tennis - Men

League Matches: SRM University beat PITS, Tanjore 3-0. SRM University beat Sastra University, 3-0.

Semi Finals

SRM University beat Amritha University, 3-1.

Finals

SRM University beat Sastra University, 3-0.

SRM University won I Place.

Chess

I Round: SRM University beat Karunya University 3-1. II Round: SRM University beat Sastra University 3-1. III Round: SRM University beat SSN College, Chennai, 3 ½ - ½. IV Round: SRM University beat SRC, Kumbakonam, 4-0. V Round: SRM University beat Kings Engg. College, Tanjore, 4-0. SRM University won the tournament.



Posing with the Men's Volleyball Team, the Chairman and the Director

Double Crown for SRM Volleyball Team

The 9th Kamarajar Memorial trophy was organized by S. Vellesamy Nadar College, Nagamalai, Madurai, recently. SRM University Volleyball men's team won this tournament for the 5th year consecutively.

Result

SRM University beat Kalasalingam University Score: 25-16, 25-12. SRM University beat Vels University, Score: 25-08, 25-12, 27-25. SRM University beat Sri Thiyagaraj College, Pollachi, Score: 25-13, 25-12, 25-18.

Semi Finals

SRM University beat Sri Krishna Arts College, Coimbatore, Score: 25-18, 25-17, 25-18.

Finals

SRM University (Defending Champion) beat Panimalar Engineering College, Score: 25-22, 30-28, 25-18. Best Attacker

of the Tournament: S.Karthik, SRM University.

A state-level Volleyball tournament was organised by Yadava college, Madurai, recently.

Result

SRM University beat Sri Krishna Arts College, Coimbatore, Score: 25-19, 25-18. SRM University beat Sri Thiyagaraj College, Pollachi, Score: 25-22, 30-28.

Semi Finals

SRM University beat Vels University. Score: 25-15, 25-19, 25-13.

Finals

SRM University beat Panimalar Engineering College, Score: 25-18, 25-20, 25-18.

Best Blocker of the Tournament: C.Jerome Vinith, SRM University.



The Chairman of SRM Group and the Director of FSH and Sports with the Cricket Team



The Chairman and the Director with the Women's Basketball Team

A Snapshot of recent Sporting events

#No	Sport	South Zone Inter University Venue	Result
1	Table tennis (Men)	Amrita University, Coimbatore	Winner
2	Volleyball (Women)	M.G University, Kottayam	4 th place
3	Tennis (Women)	VTU, Belgum	4 th place

Tennis Women's team entered All India Inter University



The team with the Chairman and the Director

NSS CULTURALS...

Over 950 students, 48 colleges participate in Eufforie2k11

Prerana Agarwal and
John Sunday

“Unity in diversity should be the motto of the youth as future leaders.” said Dr.M. Ponnaivaikko, Vice Chancellor of SRM University, at the inaugural ceremony of the State level Youth Cultural Festival: “Eufforie 2K11”, organized by the National Service Scheme, SRM University.

He further said that the NSS is established to harness the potentials and benefits of the diversities of India as a multicultural, multilingual, multiethnic and multi colored people nation, through selfless service that educates the local people on the need for clean environment.

He said that through the national service the youths, as future leaders, are trained to maintain the “unity in diversity” of the country. “India became one united country despite the diversities, but in recent years the country has come under serious threat. But in SRM University where most of the students are from outside Tamil Nadu, we create and maintain the unity through the National Service because it brings people from different backgrounds together and helps them to learn how to live with one another,” the Vice Chancellor maintained.

Dr. Ponnaivaikko noted that the cultural content of the event was meant to bring people together and use the occasion to revive some forgotten cultural values.

“Music brings people together and folklore educates people on good morals and values of life. But unfortunately, because of civilization we have forgotten our cultural values”, he said.

Dr. Ponnaivaikko noted that the cultural content of the event was meant to bring people together and use the occasion to revive some forgotten cultural values.

The high point of the three day event was the presence and participation of two top notch folk artists of Tamil Nadu, Mr. Pushavanam Kuppusamy and his wife Mrs Anitha Kuppusamy, two artists known not only for

“ Music brings people together and folklore educates people on good morals and values of life. ”
-Vice Chancellor



The Chief Guests with the Vice Chancellor and the Director of the Faculty of Science and Humanities.



Scenes from the three-day event.

their contribution to academics but also to the rich folk heritage of Tamil Nadu and India .

The duo added fun and colour to the event with their exemplary musical skills with Mr.Kuppusami detailing the relationship between folk songs and carnatic ragas and in a fashion that was understandable and enjoyable to a lay person The husband—wife pair sang traditional “kummi padal” of Tamil Nadu in varying tempos

sending the large audience into a tizzy.

The NSS fest included music, dance, literary, theatre and fine arts. The folk night witnessed a participation of over 18 teams. The Thanthai Rovers College won the first prize for their fusion of Karakattam, Kavadiattam and other folk dances. Mr. Ramakrishnan, Cine Actor was the Chief Guest of Folk Night. He has acted in many movies like Kunguma Poovum Konjum

Puravum and Gori Palayam.

Dr. Leenus Jesu Maritn, Head of the Department, Department of Automobile Engineering helped to organize Mini Auto Expo of Indian cars and bikes in association with the Automobile Engineers Association. It was on display all three days. Food stalls of Baskin and Robbins, Home Biriyani, Jamaai, etc.

The fest concluded with a traditional fashion show at the valedictory function. The V.O.Chidambaram College, Tuthukudi bagged the overall championship trophy.

The Chief Guests and judges for the occasion, Mr.Shrikanth, Cine Actor and Mr.Karu Pazhaniappan, Cine Director praised SRM University, the participants and their talents. “I have seen many tech and cultural fests before, but this is the first time I am seeing NSS Student volunteers conducting a culture programme at such a high level”, said Mr.Shrikanth.

“This is a great platform for students from the interior regions of the state to showcase their talents”, added Karu Pazhaniappan.

Vote of thanks was delivered by Prof. S.Chinnathambi, convenor, EUFFORIE 2K11 and NSS Programme Co-ordinator, SRM University.

