

The newspaper of SRM University

SPECTRUM

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Graduating Class of 2011



INNOVATE'11

Staff Writer

INNOVATE'11, the Annual National Level Technical Festival of SRM University, Delhi NCR Campus, Ghaziabad, was back again this year with a bang, even bigger and better than ever, providing more technical platforms to students.

After the lighting of lamp, the inaugural ceremony started with the welcome address proposed by Administrative Officer S. Viswanathan. The Dean Dr. (Prof.) Manoj Kr. Pandey presided over the ceremony by highlighting the need of such kind of technical activities and how these festivals are used to sharpen and enhance the natural instincts of students. The Chief Guest Dr. S.M. Veerbhadrappa in his inaugural speech said that the students should select their profession according to their area of interest and also highlighted the importance of teaching which gives self-satisfaction to the individuals in itself. He



motivated the students to be dedicated, passionate, intelligent and hard working in order to achieve success in their lives. He also emphasised on the research work being done in the DRDO and encouraged the students to do research work in order to take the country to the group of developed nations. The inaugural ceremony came to an end with the vote of thanks given by the Convener, Dr. Ranjana Dubey.

The Festival was headed

by Gaurab Mukherjee while Shashank Ashtikar, Tazyeen Ansarullah and Rohit Singh took the positions of Secretary, Vice-Secretary and Co-Vice Secretary respectively. The events, around 42 in number, were the amalgam of brilliance, imagination, complexity and technicality and were excellently managed by Divyanshu Singh Bagel. Varsity of events varied widely as there was everything for everyone, from LAN Wars to Robo-Wars, from Treasure

Hunt to Code Breaking and from Digital Art to Paper Presentations and several other events.

A large number of students participated from several engineering colleges from all across the nation in the fest; which showed the enthusiasm and intelligence of the present youth. Fast Track (Treasure Hunt) had students running from one corner of the college to another to collect all sorts of items varying from a rectifier to collectable old-age coin.

Directors' Cut had the artist side of the students enhanced as they came up with brilliant documentaries, some on college humour and some on heart rendering issues such as child labour. Events like Cryptic Code had students scratching their heads while they tried to figure out how to break numerical and pictorial codes. Robo-Wars were the platform where the geeks fought and showed how the alpha male of 21st century wins. The true engineering was at display in Canyon Cross; where students made bridges with nothing more than thermocols, ice-cream

sticks and glue and in Clash of the Titans (Junkyard Wars) students made machines from scratch.

INNOVATE'11 saw the inauguration of SRM-MUN'11 DRILL, where participants acting as various delegates of nations diplomatically discussed world issues and 'C' the Knowledge tried to find who could be the next Mark Zuckerberg. The Department Of Hotel Management also played its important role in the fest, taking it to another dimension by conducting Suits and Dines in which the evaluation of the students was done in the field of knowledge, hospitality, creativity and also provided new taste to the world of mock-tail.

The discipline throughout the fest was top-notch as not even a single incident of mismanagement was reported; thanks to Vishal Upadhyay, whose presence was felt everywhere during the fest. INNOVATE'11 was a huge success gathering attention from all over the country and proving yet again why SRM University, Delhi NCR campus is so highly reputed.

SRM makes its mark in national tech competition NI-Yantra

Saipriya S D
Soaham Datta

Five Electronics and Instrumentation Engineering (EIE) students of SRM University participated in a national level technical competition NI-Yantra, and came out with flying colours. A group of three II year students comprising of Sidharta Gupta, Vineet S and Vasireddy Rakesh, designed the 'Embedded Walk Analyser' as their project, which went on to grab a spot in the national top 15. Two final year students-Ipsita Patnaik and Amrita Dubey- received the 'Best Ambassadors' award at the same ceremony.

The country-wide finale, called Educator's day, a prestigious event conducted by National Instruments (NI) every year, was held at the NIMHANS (National Institute of Mental Health and Neuro Sciences) convention centre in Bangalore. This year the theme was 'Do

Engineering' and was attended by the Founder, Jeff Kodosky, Vice President NI (World), Victor Mieres and other eminent members of the organisation.

Talking about his project, Vineet said, "Majority either pronate their feet or supinate which leads to joint pains, ligament tears, etc. with age. We incorporated hardware into a shoe which would detect the defects in the way people walk." Out of the 180 odd groups, a mere 40 were selected and further filtered down to 15 after working prototype videos were submitted. Each of the 40 teams was assigned a mentor who was an Application Engineer at NI.

Ipsita Patnaik and Amrita Dubey, both Certified Labview Associate Developers (CLAD), were recognized for their effort to popularize Labview in different colleges like Dhanalakshmi and Anand Institute of higher studies.

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Research internship experience in Germany

Benedict John
Shruti Iyer

Manchalu Srinivas, a IV year Genetic Engineering student at SRM University, completed a 6 week internship in Germany not too long ago. His experience and stay there has now given him an opportunity to go back to Germany for his final semester project.

Speaking on his decision to go abroad Srinivas says, "I mainly targeted Public Research centres in European countries like Germany, France, Sweden, Norway and Finland because of the free education system that exists there". In addition to this, the quality lab and research facilities and better funding opportunities attracted him to these countries. He tells us that, "Contrary to Indian belief, there are loads of opportunities for core bio engineering students in the European countries and this encouraged me to go abroad."

Srinivas spent six weeks



Manchalu Srinivas

at the Helmholtz Centre for Environmental Research, Leipzig, Germany, working on one part of a large scale project called 'Chloroflexi'. The project is funded by the European Research Council (ERC) and deals with research on anaerobic bacteria in order to use them to clean up toxic lakes effectively. The phase of the project that he was involved in required testing and analysis of the capacity

of bacteria to de-halogenate 43 different toxic halogens. He also added, "The people there are extremely helpful and respectful of Indian culture. I look forward to going back."

Srinivas will be doing his final semester project at the Leibniz Institute for Molecular Pharmacology at Berlin, Germany, with a stipend of 200 Euros per month. He will be going through the Semester Abroad Program (SAP) and will be working on epithelial and endothelial tight junction proteins in order to improve the efficiency of drug delivery mechanism. Talking about the application process, his advice to others like him is, "The process of documentation and correspondence is time consuming, so it is important to start early if one is looking to do an internship abroad," He adds, "A technical CV should be kept short and crisp, not exceeding a page and the work you intend to do there must be mentioned clearly."

INTERVIEW

Her dream run continues...



Ankita will be trained alongside Special Task Forces of the Indian Army and Air Force soon

**Harish Kumar
Archit Kacker**

Ankita Singh, a third year Biomedical Engineering student, has been selected for a rare and prestigious course on Para Trooping. She will be trained alongside the special task forces of the Indian Army and the Indian Air Force at Air force base, Agra. This opportunity comes only once in 5-6 years and she is the only SW (Senior Wing) from about 1.67 lakh cadets of the TN Directorate to be chosen for the same.

Ankita's list of achievements begins with receiving the "All India Best Cadet" gold medal at the Republic Day Camp, NCC 2011 from Prime Minister Dr. Manmohan Singh. She is the first cadet in the history of SRM NCC

and her NCC unit (Est. 1964) to have done so. She was also selected to meet the President, Mrs. Pratibha Patil at a function in Raj Bhavan. She is a National Level Air Rifle shooter having won a gold, three silver and a bronze medal in the recent State level shooting championship. She will be trying for the Indian Team for the international games and was awarded the outstanding achievers trophy by the ISKON head on behalf of SRM University recently. She has also been selected for the "Youth Exchange Programme" in which she will be undertaking a diplomatic mission to a friendly foreign country on behalf of the Indian Government. Apart from this, Ankita is also a mountaineer and has completed her Basic Mountaineering Course at WHMI, Manali. The Miss Fresher 2009 has won several prizes in our University's Inter

house elocution, debate and cultural competitions and has excelled at the sports meets too.

Archit and Harish from Spectrum, caught up with Ankita recently. Here's an excerpt from the interview.

Q. How does it feel to be a super-achiever at such a young age?

A. (Laughs) It is very exciting. All of this has given me a sense of motivation and purpose in life. I feel nice getting involved in all these things. I am happy about the way these opportunities have come along and shaped my life.

Q. What is your support system like when you venture out to do all this?

A. My parents have always believed in me and my dreams and have supported me right

from training in different things to taking me to different competitions. They have asked me to have a firm belief in myself and go by my gut instincts. The University has also been very supportive right from the start. The management, especially the Director of Engineering and Technology, Dr. Muthamizhselvan and my HoD, Dr. Anburajan, have been very understanding and have helped me juggle my tournaments and academics well. My teachers and my friends are my saviours when it comes to notes and exams. I'm grateful to all of them.

Q. NCC we believe, plays a big part in your life.

A. NCC has given me an environment to develop as a good human being and has taught me about qualities of being a leader. It also inculcates the feeling of "All for one, one for all". When it comes to a disciplined organization like NCC, one gets to learn confidence and decision making. And the most important thing that NCC teaches is becoming a 'Survivor!'

Q. What are your future goals?

A. I would like to join the Indian Army and continue my family legacy. Also I would like to see myself with good

grades at the end of my engineering course and use the opportunities provided at our university to the fullest.

Q. So is Ankita all about NCC and a future in the Armed forces?

A. (Laughs) No. I have other interests too. I play the Sitar, Harmonium and Guitar during my leisure time. I am a trained Bharatnatyam dancer and also hold a Diploma in Hindustani classical music. I try to get the best of both worlds. It helps me manage stress, makes multitasking easier and helps me grow as a person.

Q. Finally, what is your message to others, especially your juniors?

A. I would say, "Believe in yourself. One can say no to things and be a pessimist easily but venturing into different regions gives you a power to go beyond limits". The point is to not only satisfy people around you but also yourself. Manage your time and try to get involved in different activities. At the end of the day it will give you a sense of achievement. At the same time, understand that we are here to study first. Learn to strike a healthy balance between everything you are involved in.



T. Julian and Prasant Kumar S

SRM boxers bag bronze

Staff Writer

T. Julian and Prasant Kumar S, who participated in the 67-71kg weight category and 54-57kg weight category respectively, were awarded a bronze medal at the 12th MTI Senior National Muaythai Championship 2011. The competition was held at the Boxing Hall, L.B. Stadium, Hyderabad from 14th to 17th September.

KRATORQ'11 Importance of Mechanical Engineers stressed

Staff Writer

A heavy dose of Mechanical Engineering Concepts and li'l fun filled the air for two days in the CITY CAMPUS as The Department of Mechanical Engineering organized its first ever National Technical Symposium, KRATORQ. KRATORQ comes from Kratos (Greek God of strength) and Torque. The department of mechanical engineering of SRM Vadapalani strived hard in creating this magnum opus. Eight Technical Events, 2 Presentations, a Quiz, a Management event, gaming and photography workshop were part of the two-day extravaganza. Inaugurated by Mr. S. Srinivasan, Chief Design Engineer, ICF,

Chennai along with Mr. M. Subramanian, Director and Mr. N. Vasudevan, Dean, City Campus. Mr. Srinivasan in his speech spoke of the importance a mechanical engineer posed in the industry. The Director, Mr. Subramanian, appreciated all those who contributed for the symposium and having cleverly used the space available to them in a dynamic and Cosmo campus and bring out an outstanding symposium.

Events list is as follows: YAANTRIK, Junkyard Salvation (conceptual automobile building). Accelerada (Wireless RC Car Racing). Veloxtrike (Glider Designing and Racing). Aquanavis (Boat Designing and Racing). Warshop (Manufacturing). Contraption CADD modelling.



Assemblo Geek (Assembling and Charts Reading). APRESENTACAO, (Paper Presentation). Ideas for Life (Innovative Thinking). Quadro Trouble City Nao Technicos

Immolation (Gaming), Tour de fest, Quiz and Photography Workshop. The event also saw a fun event from Big FM 92.7 which was enjoyed by all the students.



Be Sincere and Committed to the Nation - Governor

**Ankur Bhuyan
Kumar Dattani
Shruti Iyer**

Stressing that education is not merely acquiring knowledge but also leading a true life, the Governor of Tamil Nadu Dr. K. Rosiah called on the graduating class of the Faculty of Engineering and Technology to set ambitions, goals and plans and to work for achieving them.

“Character is destiny. It is the intellectual ability and technical skills coupled with good conduct and character and sincerity and hard work that will take you to greater heights”, the Governor said. He was delivering the Seventh Convocation address of SRM University at the T.P Ganesan Auditorium.

“Be sincere and committed to the nation. Retain the core values—the values of tolerance, non-violence and compassion and the cultural strengths which have been carried on through generations. Bring laurels to the nation and to this temple of learning and pride to your parents”, Dr. Rosiah remarked.

The Governor of Tamil Nadu took the opportunity to congratulate the students of SRM University who had designed the SRMSAT, the nano-satellite that is currently in orbit with a view to monitoring greenhouse gases, carbon dioxide and water vapour in the tropics using a grating spectrometer.

“It is a matter of great pride not only to SRM but also to

the students’ community. I am sure that the students of other Universities and colleges would emulate them and be innovative and creative”, the Governor told the audience.

The 7th Convocation was presided over by the Chancellor, Dr. T R Pachamuthu, and saw the presentation of the Degree of Doctor of Science (Honoris Causa) to Dr. Subra Suresh, the Director of the National Science Foundation of the United States.

“Our greatest responsibility is to be good ancestors to the future generations” said Dr. Suresh, author of over 210 research articles in international journals, co-editor of five books, and co-inventor of fourteen U.S. and international patents.

In his acceptance speech, Dr. Suresh had three messages for the graduates of the 21st century, who, according to him, belonged to an era of Science and Technology. Stressing that a basic knowledge of science was a necessity for the common average citizen of the world, Dr. Suresh maintained, “Science and engineering has to have an understanding of humanities and social sciences for sustainable development”.

Elaborating on the impact of globalization he said, “In the 21st century any individual can contribute even with minimum knowledge as with globalization every talented individual can find opportunities without leaving their village or city. We should have a global perspective.” Thirdly he emphasized the

importance of Math.

Delivering the annual report the Vice Chancellor, Dr. M. Ponnavaiko spoke about new research being carried out in the university. “Nearly 800 Ph.D research scholars are pursuing research having secured a total financial grant of ₹ 266 million. Over 50 projects with funding of about ₹ 410 million have been submitted”, he said adding that new research centres are being established such as the Nano technology research centre, Centre for Environmental Nuclear Research and an Interdisciplinary School of Indian System of Medicine.

The international initiatives taken by the University apart from the Vice Chancellor talked of the importance given to sports mentioning that SRM’s Ball Badminton and Volleyball teams were winners at the State level consistently for 5 years while the Basketball, Table Tennis and Hockey teams have been winners for the last 3 years. The Vice Chancellor concluded with the vision of SRM University emerging as a leading world class institution.

A total of 8,062 students were awarded with graduate and post graduate degrees with 3,157 candidates of Bachelor of Technology, 30 candidates of Bachelor of Architecture, 13 candidates of Bachelor of Design and 16 Ph. Ds. The rank holders from each department were presented with Medals/Ranks by the Governor.

Dr. Subra Suresh - An Innovator

Kumar Dattani

Dr. Subra Suresh, who was awarded the Degree of Doctor of Science (Honoris Causa), is a distinguished Engineer and a contributor to the world of Science and Technology. He earned his Bachelor’s degree from the Indian Institute of Technology, Madras, his Master’s from Iowa State

University, and his Doctorate from Massachusetts Institute of Technology. He also holds honorary Doctorate degrees from Sweden’s Royal Institute of Technology and Spain’s Polytechnic University of Madrid. Dr. Subra Suresh was sworn in as the 13th Director of the National Science Foundation, U.S.A. in 2010 after being nominated by U.S. President Barack Obama. Prior to this, he served as the Dean of the

Engineering School at MIT. He also held appointments at the University of California at Berkeley, Lawrence Berkeley National Laboratory and Brown University. His most recent research tackled the biomechanics of red blood cells under the influence of diseases such as malaria.

Dr. Subra Suresh’s works are not confined just within the realm of engineering and

technology. Recently, he also led a successful campaign to increase the number of women among MIT’s engineering faculty ranks. The Padma Shri Award, Indian Science Congress General President’s Award, Society of Engineering Science Eringen Medal, European Materials Medal and Acta Materialia Gold Medal are among the many prestigious awards conferred upon him. Dr. Suresh is indeed an eminent personality who invokes a sense of motivation in students and whose work speaks volumes.



Dr. Subra Suresh

Keep The Focus On Rural India, Union Minister Tells Graduating Class

**Pradeep Kumar
Poornima Hariharan**

Lavishing praise on SRM University for functioning with social commitment and equipping students to meet the global challenges with a view to succeeding in a highly competitive environment that goes to the betterment of India, the Union Minister for Health and Family Welfare, Mr. Ghulam Nabi Azad called on the graduating class to keep the accent on rural India.

“The nation needs your services in the rural areas”, Mr. Azad said. He also advised graduates never to compromise on core values such as truth, honesty and integrity.

Mr. Azad delivered the Special Convocation address at the T.P. Ganesan auditorium where nearly 5,000 students cutting across faculties and disciplines in Science and Humanities, Medical and Health Sciences, Dental, Management and Hotel Management received their degrees.

“SRM University deserves credit not only for providing high quality education and training but also for promoting national integration as an integral aspect of higher education...”, the Union Minister said. “The guiding principles should be never to compromise on the values of truth, honesty and integrity, devotion to work and elders, consistency of purpose and commitment to promises”, he added. Insisting that sustaining these values alone can give a “professionally, socially and spiritually satisfying life”, Mr. Azad, quoting Mahatma Gandhi, called on the youth of today to dedicate themselves for the betterment of the nation and the livelihood of its citizens.

The Union Minister also said that he is happy that private institutions like SRM University support the government in sharing the burden of funding higher education. India needs the active participation of young people in fighting the maladies of the nation that is especially taking a high toll on the rural population of India, he said.

Paying special mention to Tamil Nadu and Kerala the Union

Minister stressed that health indicators in these two states were comparable to those in the developed world. “This would not have been possible without the progressive outlook and leadership provided by successive governments, irrespective of party affiliations and the hard work by administrators, doctors, nurses, para-medics and the allied staff”, Mr. Azad said going on to add that South India in general had made rapid strides in the health sector. The Minister urged the rest of the States to emulate the best practices followed by the Southern States.

The Union Minister called on the new medical graduates to rise to the occasion in bridging the gap in accessibility and affordability of health care services between the rural poor and the urban elite and urged them to move on to rural assignments where the nation was facing the burden of persisting communicable diseases, new and re-emerging infections and the rapid rise in non-communicable diseases.

The special convocation saw 4,826 students across 78 fields of study awarded their degrees, doctorates and diplomas.

Other dignitaries for the event included the Chancellor of SRM University, Dr TR Pachamuthu, the Chairman Mr. P Ravi, the President, Prof P Sathyanarayanan, the Vice President, Dr R Shivakumar, the Vice Chancellor, Dr M Ponnavaikko, the Pro Vice-Chancellors, Dr TP Ganesan and Dr P Thangaraju, the Registrar, Dr N Sethuraman, Directors of Faculty, Heads of Departments and members of the Academic Council. The guests were led to the main hall of the auditorium in a grand ceremonial procession.

Dr M Ponnavaikko presented the where pointed out that 132 students of the first batch of the university’s inaugural MBBS degree programme will be receiving their degrees in this convocation.

He also spoke about the establishment of SRM Research Institute in Bangalore earlier this month stating that the objectives of such measures would be to “create intellectual

properties and market ready research prototypes.” The successful launching of SRM SAT, developed by the students, also received praise from the Vice Chancellor who stressed that SRM University is taking steady strides in the right direction in becoming a “leading world class institute that produces students possessing integrity and cultural sensitivity so that they may best serve the nation and the world.”

The chief guest awarded medals to 136 rank holders in all four faculties. Exuberant parents who had accompanied their wards looked on with pride as the students one after the other collected the certificates for their excellence in academics. Students were gleaming as they climbed up on the dais with a sense of satisfaction at getting their certificates.

Rahul Lahkar, rank holder in the Master of Arts degree in the Journalism and Mass Communication programme in the Faculty of Science and Humanities had his Head of the Department and teaching staff to thank for the support provided to him. “None of these would have been possible without them and I would like to thank them for that. I look forward to implementing all the good values and the great learning experience that I have had from this university in both my personal and professional career” he said.

Echoing his thoughts along similar lines was Kumaresan, an undergrad degree awardee of the Department of Hotel Management. “I feel proud to have been a part of SRM University”, he said adding that he would “strongly encourage parents to give the responsibility of their wards’ future into this university’s safe hands.”

The Chancellor, Dr TR Pachamuthu, then led the entire assembly in administering the pledge of honour following which he authorised the conferment of the degrees and diplomas to the students.



132 graduate from SRMCHRC

**Rohini Bothara
Shruti Pillai
Sanghamitra Kar**

The first batch of SRM Medical College Hospital and Research Centre students graduated on 11.11.2011. With a pass percentage of 86%, 132 out of 150 students successfully completed the five year course. Encouraging the students to follow ‘good traits’, the Vice Chancellor, Dr. Ponnavaikko highlighted the importance of being “humane, personal, respectful, knowledgeable and forthright”. Prof. P. Sathyanarayan, while addressing the gathering drew attention to the date (11.11.11) stating how the graduation day coincided

with this auspicious date. “If you want to learn, practice in the rural areas where you will find a variety of cases”, he advised the graduates.

“The medical college started with an intake of 150 students successfully five years back”, said Dr. T.R. Pachamuthu, the Chancellor. “You are different from others due to your honesty and ethics”, he continued labelling the ‘maiden batch’ as “gems of the university”.

The Asclepians 2005 “first batch” CD was released by Mr. P.Ravi, the Chairman. The programme concluded with the hypocratic oath taken by the newly graduated doctors.

Build your career with world class education



ADMISSIONS 2012 PROGRAMS OFFERED

SRM Entrance Examination (SRMEE 2012)

ENGINEERING

B. Tech: Aerospace 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 | Software Engineering

B. Des (Interior Design)

B. Arch (Bachelor of Architecture)

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 |

RANKING: SRM is ranked India's No.1 Multiple Streams University (Engineering and Medicine) by India Today 2011.

ACCREDITATION: 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. It is also accredited by NAAC and other competent authorities.

PLACEMENT: It is a celebration of success at SRM on placing 2,336 students on campus just in 15 days with TCS 1214, Accenture 849, Wipro 273. It is also their highest ever recruitment in any single institution as of 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.

SCHOLARSHIPS: (1) The students with above 95% in CBSE and State Board examinations are eligible to apply for 50% fee waiver (2) Top rankers of State Board, CBSE, SRMEEE, JEE and AIEEE, National Level Sports Achievers, Economically Weaker Section, Minority Community and the Differently-abled are eligible for Founder's Scholarship. Founder's Scholarship provides full waiver on tuition, books, hostels and mess, plus stipend ₹ 1,000 per month. A scholarship amount of about ₹ 12 crore was offered in the year 2011, benefiting 900 students.

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

DIVERSITY OF STUDENTS: 80% of students are from outside Tamil Nadu including students from Europe, China and other countries.

SEMESTER ABROAD PROGRAM: Over 350 students sponsored to 35 foreign Universities like MIT, Carnegie, UC Davis, Warwick and Western Australia.

INTERNATIONAL ADVISORY BOARD: 50 members from International Universities like MIT, UC Berkeley, Cambridge and NUS help set Global Standards.

LOANS: On-the-spot sanction of bank educational loans during counseling.

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 | Nanotechnology

M. Arch (Architectural Design)

M.B.A | PGPM | PGPRM | M.C.A | Ph. D in all disciplines

SCIENCE & HUMANITIES*

B.Sc: Biotechnology | Biotechnology & Bioinformatics | Computer Science | Information Technology | Econometrics | Hotel & Catering Management | Information & System Management | Visual Communication | Film Technology | Mathematics | Physics | Chemistry | **B.C.A | B.A** Journalism & Mass Communication | **B.B.A | B.Com:** Corporate Secretaryship | Accounting & Finance | General | **B.Ed**

Diploma Programs: Hotel Management | Teacher Education | Film Acting | **M.A:** Political Science | Public Administration | International Relations | Journalism and Mass Communication | **M.Sc:** Biotechnology | Bioinformatics | Information Technology | Hotel & Catering Management | Visual Communication | Mathematics | Physics | Chemistry | **M.Ed**

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Contact: The Director (Admissions), SRM University, SRM Nagar, Kattankulathur - 603 203, Kancheepuram Dist., Tamil Nadu, India.

Ph: +91-44-2741 7400 / 2745 5715 / 2745 3433 Fax: +91-44-2745 3622 Email: director.admissions@srmuniv.ac.in

Delhi NCR Campus: Delhi Meerut Road, Modi Nagar, Ghaziabad, Uttar Pradesh - 201 204.

Ph: +91-1232-234 300/301/302/303/304/305/306 Fax: +91-1232-234 308/309 Toll free: 1800-180-3033

Head Office: No.1, Jawaharlal Nehru Salai (100 Feet Road), Vadapalani, Chennai - 600 026.

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HOW TO APPLY

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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.

TEST CENTERS: 120 centers across all states in India.* For PG Programs in Medicine and Health Sciences Test center only at Chennai - Kattankulathur campus(Code-188)**

ELIGIBILITY: B. Tech: A pass in 10+2 or its equivalent and (a) For all programs: Minimum of 70% aggregate in Mathematics, Physics and Chemistry.

(b) For Biotechnology, Bioinformatics, Biomedical Engineering, Food & Process Engineering, and Genetic Engineering: Minimum of 70% aggregate in Mathematics or Biology, Physics and Chemistry.

B.Des: A pass in 10+2 or its equivalent having a minimum total aggregate of 70%

B. Arch: A pass in 10+2 or its equivalent having a minimum total aggregate of 70% 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.

For Medical & Health Sciences and Science & Humanities programs: Please visit our web site www.srmuniv.ac.in

IMPORTANT DATES:

Issue of Application forms: From 27th November 2011

**** For PG Programs in Medicine and Health Sciences**

Last date of receipt of applications: 18th January 2012

Entrance Examination: 29th January 2012 (10.00am to 12.30 pm)

For all other programs

Last date for receipt of Applications: 31st March 2012.

Entrance Examination: 06th May 2012 (10.00 am to 12.30 pm)

* For programs in Science and Humanities - Entrance Examination is not required.

International / NRI students:

To apply online or download application form, visit: www.srmuniv.ac.in

CELEBRATING SUCCESS | SETTING TRENDS | INVENTING THE FUTURE



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(Under section 3 of UGC Act 1956)

CAMPUSES: CHENNAI | DELHI

ENGINEERING | MEDICINE & HEALTH SCIENCES | MANAGEMENT | SCIENCE AND HUMANITIES



ISO 9001:2008 Certificate being presented to Dr. Antony Ashok Kumar, Director & Senior General Manager of SRM Hotel by Mr. JVS. Uma Shankar, Lead Auditor on behalf of ISO. Left: Mr. G. Saravana Kumar, Resident Manager of the Hotel.

Union Minister Inaugurates Cath Lab

**Sanghamitra Kar
Rohini Bothra
Shruti Pillai**

Mr. Gulam Nabi Azad, Union Minister for Health and Family Welfare, inaugurated the Cardiac Catheterization Laboratory in the SRM Medical College Hospital and Research Center (SRMCHRC) on 11th November 2011.

Introducing the upgraded third generation technology, the Department of Cardiology is now providing its patients and students with newer and enhanced facilities worth ₹ 6 crores. The hospital is currently equipped with 40 dialysis units running in three shifts, each costing between ₹ 600—700 with 30% of the fee exempted in exceptional cases. Three techniques of the 'Simulation' process; life support, cardiac and air pumping were demonstrated by experts in the new Renal Dialysis unit. The fundamental purpose of this setup is to help students in the better understanding of the subject.

The dialysis unit was further expanded with the addition of improvised pacemakers.



Mr. Azad, along with the Chancellor and the Chairman of SRM University, getting briefed on the new facility

Elaborating its functioning, the cardiologists articulated the lifetime of the battery being nine years and the need for regular checkups.

"Being a state-of-the-art unit, it is a standalone ward with only regulated access and should be kept hygienic. Having such a facility in the city, will go a long way in helping the patients" said Mr. Gulam Nabi Azad. "I am extremely happy to see the installation of the latest generation Cath Lab. I wish the department all the best in the endeavour in the service of nature", he added.

Briefing the press, Mr. Azad spoke about the medical education

scenario in India. Over 85 medical colleges that applied in the previous year were rejected due to non-fulfillment of faculty members and infrastructure. To increase the number of faculties, the Medical Council and Health Ministry of India together suggested certain policies.

This includes the increase in age bar of faculty from 60-65 years in 2010 to 65—70 years in 2011. Non-Residential Indians with Indian MBBS degree and with foreign higher education can also be recruited. Another major step taken is the intake of professors who can teach one M.D or M.S student each.

Another notch for SRM Hotel

Staff Writer

SRM Hotel, Chennai has recently been re-certified the ISO 9001:2008 which is a Global Quality Management standard awarded by Bureau Veritas certification India, on behalf of International Organization for Standardisation (ISO). The hotel was thoroughly audited by three ISO Auditors from Bureau Veritas in July 2011 and the certification awarded, based on satisfactory maintenance of the quality standards. ISO

9001:2008 is an upgraded standard which ensures effective Quality Management System in the organization through improvements and corrective actions. The Hotel staff have also been trained in Food Safety Management and Hygiene Standards (HACCP) ensuring that clean and safe food is served to the guests.

The Hotel's Quality policy is to achieve increasing levels of customer satisfaction through improvements to the quality of products and services.

Over 300 participate in Occupational therapy rally

Vikram Solanki

SRM College of Occupational Therapy and Tamil Nadu Occupational Therapist forum conducted an "Occupational Therapy Awareness Rally" on Sunday at Egmore. Dr. V. Maitreya (Member of Parliament,

Rajyasabha), inaugurated the rally. Over 300 students and occupational therapists took part in the rally.

"It is great a cause to work with people who are disabled physically or mentally, it is a cause for humanity", said Dr. Ponnavaikko while addressing the gathering.

"This rally is to create awareness about occupational therapy among people and medical professionals." said Dr. D Suresh, Dean of Occupational Therapy. "We also play a vital role in complete rehabilitation of patients suffering from physical, psychological, social, cognitive and emotional problems. The rally also aims at creating awareness about the course and its scope in the future. SRM college of Occupational Therapy would come up with similar events to spread awareness to the general public", he added. The SRM College of Occupational Therapy also conducted an education camp, "Continuing Occupational Therapy Education", in October with over 200 student participants.



Students at the rally in Chennai

Where the belly rules the mind!

Rohini Bothra

It's ten thirty in the morning. The freshness and interest with which all the students had come to class early that morning has vanished. Now, all one wants is a break — a hot cup of coffee. The students are distracted and keep glancing at their watches waiting for the bell to ring when they can rush down 12 floors and get that much needed rejuvenation. Five minutes later, there is a huge pantomime as swarms of students cram into two lifts and several others run down the stairs to get to the café and back in fifteen minutes.

This was the situation until a few weeks back when a nice new canteen opened up in the eleventh floor of the Central

library block bringing with it comfort, quality and a wider choice of savories. Now, the students and faculty occupying the top five floors prefer to visit this cafeteria instead of the café downstairs because it is closer. From the usual vegetarian and chicken rolls to the traditional lemon rice and the recently introduced lemon tea, all the tit-bits like chips, sandwiches, coffee and tea are also found here, at wallet friendly prices!

So, to the students who haven't yet had their taste buds tickled by the delicious delicacies found here, you are missing out on an entirely new experience. Do remember to ask for a steaming cup of lemon tea and their tamarind rice, giving you a taste of true Chennai.

Hike to Adventure

Ashish George

On a beautiful September morning, 20 members of the Adventure Club along with two guides hiked towards the Nagala Hills, near Andhra Pradesh border, for trekking.

The tour was organized by Eco-Club, an NGO which conducts such tours to spread awareness about beautiful remote natural landscapes in India and the necessity to save nature.

The starting point of their real adventure was a lake between two hills, where they stopped first to play a few water games. Afterwards they proceeded for the trek. All the safety measures, including life jackets for the lake, were taken care of by

the club.

"Charging very nominal fees, the club ensures unlimited fun and adventure," says Prachi Bhattad, III year Electrical and Electronics Engineering. Recently the adventure club organized a visit to Wild Tribe Ranch, Ponneri in October. Reverse bungee, All Terrain Vehicle (ATV) ride and a lot more other adventure rides were facilitated at the ranch.

For all the adventure loving students, this club is the right place. Information about the club's activities can be viewed at its Facebook page titled "SRM Adventure Club". For more information and membership details mail: advclub.srmuniv@gmail.com.

Lend me some trend!

By Devika Menon

Being a hub for students from across the globe studying here, a lot of new trends are bound to come up often in SRM University. Colourful flip-flops, converses, gladiators and "jholas" are the current 'in things', which are flaunted around in every direction!

Umbrellas have become the latest necessity turned trend, in our university this season. Rainy or not, they are seen everywhere! Pretty popular amongst the lot are the bold

colours and printed ones.

Many guys have recently taken a liking to hoodies and shades too. On the other hand, oversized bags, or 'jholas' as they are popularly known, seem to have become a must have for the girls.

The converse fever has also not left the place yet, with much more funkier looks replacing the monochromes. "I love converse because they are colourful and cheer me up instantly!" exclaimed Ashima Singh, a first year student.

Rare Surgery at SRM saves Pondy native from death

Mark Nathan

It was a virtual rebirth for 45-year-old Vellakannu, a native of Puducherry and employed in Saudi Arabia, who was saved from a near death situation, thanks to a rare and complex midnight surgery performed on him by a team of cardiac specialists at the SRM Medical College Hospital and Research Centre. Vellakannu had been suffering from undulant fever for the last nine months.

Details of the rare surgery were presented to reporters at the SRM University campus at suburban Kattankulathur. Present at the event were the SRM University Chairman, Mr. P. Ravi, Vice-Chancellor, Dr. M. Ponnavaikko, senior cardiac surgeon, Dr. Harshavardana Reddy and cardiac physician Dr. Elango.

As the fever never subsided, Vellakannu, employed tending cattle and sheep in Saudi Arabia, chose to return home. He underwent treatment at a hospital in Puducherry and was put on medicines for nine months.

The doctors found that he was suffering from a bacterial infection caused by Brucellosis, which affects mainly cattle, sheep and pets like dogs, and



The Chairman of SRM University, Mr. P.Ravi, with the patient. Also in the picture are the Registrar, Dr N.Sethuraman, the Pro Vice Chancellor, Dr. P.Thangaraju and the Cardiac Surgeon, Dr. Harshavardana Reddy

also affecting three valves in his heart. Humans contracting such an infection were sheer accidental and very very rare, as it spreads by handling flesh of dead animals, milk products and consumption of raw milk.

The infection had become so acute that he had severe aortic regurgitation and moderate mitral regurgitation with moderate to severe tricuspid valve regurgitation.

Dr Harshavardana Reddy said Vellakannu was in a state of cardiogenic shock and could barely survive for a few hours. It was at this stage that Dr Reddy got an SOS from the Puducherry hospital on November 4.

He was brought in an ambulance in a moribund state and the cardiac team headed

by Dr Reddy took it up as a challenge and performed the complex surgery that started at midnight and ended around 6.45 am.

During the surgery the aortic valve, which was damaged beyond repair, was replaced with imported prosthetic valve, and the Mitral Valve and Tricuspid valve leak were also corrected.

Dr Reddy said the King's Institute of Preventive Medicine in the city confirmed that the infection was brucellosis.

"As it was a zoonotic infection that spreads from animals to man, all domestic animals including the pets, which are prone to brucellosis, need to be kept under constant veterinary surveillance", Dr Reddy said.

Awareness campaign on usage of mobile phones

Staff Writer

Recently, Telecommunication Engineering Students of SRM University along with NCC Cadets organized an awareness campaign on usage of mobile phones in and around SRM University campus.

The campaign started from Dr.T.P.Ganesan Auditorium in the campus and headed towards Potheri (A Village adjacent to the SRM University) by covering Food Court, Library Building and SRM Hostels and then entered local streets of Potheri. The campaign was intended to create awareness on the usage of mobile phones



Inauguration of Awareness Campaign on Usage of Mobile Phones at SRM University

among the youth and common people which was supported by distribution of printed flyers in English/Tamil containing Do's and Don't of Mobile Phones followed by explanation on the

same. Feedback received from the people was excellent and all expressed that such kind of educative social campaigns were needed on proper etiquettes in daily lives. The campaign was

inaugurated by Dr. T. Rama Rao, Professor & HoD, Department of Telecommunication Engineering and Advisor of IEEE Comsoc Student Branch. Lt. N. Thangadurai, Associate NCC

Officer, 1(TN) SIG COY NCC along with Mr. K. Vijayan, Assistant Professor, Dept. of TCE guided the entire campaign.

Have confidence in what you do -Chancellor

Esther Vinodhini

“The nation requires the contribution of young students like you, for a healthy and peaceful environment around us. This is what Swami Vivekananda preached about, this is what he wanted. Follow him and you will reach many heights in life”, said Dr. T.R.Pachamuthu, Chancellor, SRM University, at the 150th birthday celebrations of Swami Vivekananda held at the Mini Auditorium, SRM University.

He also encouraged the students to have confidence and concentration in whatever they do.

In his Special Address Dr. M. Ponnaivaiko, Vice Chancellor, SRM University, said “Swami Vivekananda was a real human being. He defined religion as the art of consciousness”, and going on he called upon the students not to take after the bad things that the world was providing them, but to rule over the world with love.

This was followed by a special address given by one

of the guest speakers, Swami Tatbhashanandaji. He enlightened the students with the teachings of Swami Vivekananda. “Come out of your room, see other people’s sufferings and help them as much as you can”, he said. He also explained the concept of different types of bodies in a single person. “Religion is realization, nothing else”, he maintained.

“Swami Vivekananda’s words have transformed many ordinary lives into extraordinary lives and many men into supermen”, said Swami Chandrasekaranandaji, one of the guest speakers. He also praised Swami Vivekananda as the greatest patriot born in India, who was also the greatest role model.

After an inspiring video that demonstrated the “Message of Swami Vivekananda”, students of SRM University Andrei Thomas and Avikal Sakena, spoke on how to face challenges in the modern world.

The celebration ended with the vote of thanks by Ashish, Convener the Debate Club.

Reaching out to the differently-abled

SRM Inaugurates Rehabilitation & Empowerment Centre (SRM REC) as part of its social commitment.



Left to Right: Pro Vice Chancellor, Dr. P. Thangaraju, Dr Neeradha Chandramohan, Director (NIEPMD), Mr. P. R. Shampath, IAS, State Commissioner for Differently-abled Welfare Dept., Dr. M. Ponnaivaiko, Vice Chancellor, Dr. D. Balakrishnan, Dean Medical Research.

Staff Writer

A Rehabilitation and Empowerment Centre was inaugurated by SRM at Kattankulathur, which will benefit the differently-abled persons in Chennai city and Kancheepuram districts.

To expand the social commitment of SRM University, “SRM REC” was inaugurated in the OT clinic of SRM Hospital, by Mr. P. R. Shampath, IAS, State Commissioner for the Differently-abled Welfare Department. This was preceded

by the MOU signing ceremony between Faculty of Medical and Health Sciences, SRM University and National Institute for Empowerment of Persons with Multiple Disabilities (NIEPMD).

Dr.P.Thangaraju, Pro Vice Chancellor (Medical) welcomed the gathering which was followed by an overview of the University by Dr. D. Balakrishnan, Dean Medical Research and the services of NIEPMD by its Director, Dr.(Mrs) Neeradha Chandramohan.

MOU envisaging collaboration between SRM and NIEPMD was signed by the Registrar, SRM University and the Director (NIEPMD). Dr. N. Chandrababha, Associate Director (Health Sciences) SRM University highlighted the vision ahead of this academic, rehabilitative and research collaboration between the two institutions. Dr.M.Ponnaivaiko, Vice Chancellor, SRM University

presided over the function. In his presidential address, he appreciated this joint collaboration. He underlined the need for a focus on the preventive aspects of disability. He also assured that technical and other expertise from the SRM University will be extended to this venture, an example being ‘virtual eye’ for the blind developed by an SRM scholar.

In his inaugural address, Mr. P. R. Shampath lauded the social initiative behind this venture. He emphasized the importance of finding solutions to reduce the population of disabled in the country. He also suggested that early intervention of disability is essential to implement remedial measures. Children belonging to 0 to 1 year age group should be targeted to cut short the time lapse and to enhance the chances of leading a normal life.

Centres of early detection of hearing impairment (EDHI) have been started in 32 districts. He suggested that the SRM University must collaborate with the Early intervention centre at Tambaram. He also suggested that the SRM REC might better be renamed as Early Detection Rehabilitation and Empowerment Centre, to reflect the true scope of the centre. Dr. Jamespandian, Dean SRM Medical College & Hospital offered felicitations. Mr. D. Suresh, Dean College of Occupational Therapy proposed the vote of thanks.

Unity brings people together - Vice Chancellor

Shruti Pillai and Sanghamitra Kar

A child miseducated, is a child lost—John F Kennedy.

The International Education week was celebrated by SRM University and US Consulate General, Chennai recently. The celebration was first started in 2000 and is now celebrated in over 100 countries.

The theme of the event was international education, inspiring students locally and educating them globally. With SRM

in the lead, over 20 colleges in Chennai and South India celebrated the occasion. “This week is mainly celebrated to bring unity, as it brings people together and gives exposure to every individual to different cultures”, said Dr.Ponnaivaiko, the Vice Chancellor.

Nicholas Manring, the Chief of Consular services from the US Consulate and the Chief Guest of the event, addressed the students about various education opportunities for the Indian students in the United States of America. “The dreams

and desires of the US and India regarding education are one and the same. Over \$10 million is spent on educational programs by both the countries”.

Mr. Manring also encouraged the students to study in the United States and advised them to look for credited universities while doing so. India has the largest student exchange program with over 1,700 programs. “Be passionate, push the good ideas and do not be afraid. With our countries working together on all levels, we can achieve great things”, he concluded.



Left : A Section of the student audience; (right) The Vice Chancellor presenting a memento to the Chief Guest.

Promoting food and folklore of Western India

Mercy John

With a view to highlighting the food and folklore of Western India, the Department of Hotel Management of the faculty of sciences and humanities organized an event “dandiya nites”, Exclusively organized by the third years, this event started with a welcome note for the chief guests present. The top guests for the event were Ms. Mary Joseph, training manager of Courtyard by Marriott, Chennai, Mrs.Meena Sudhir, Raj T.V. celebrity chef, and Ms.Namitha Nandha Kumar,

assistant HR manager, Courtyard by Marriott, Chennai. Portraying the rich and diverse culture of Western India, the third year hotel management students kept the crowd mesmerized by their wonderful dandiya performance. Tired after all the dancing, the crowd settled down to taste the mouth-watering food provided by the hosts. From the traditional dhokla and harayali gobi to desserts like jalebi and malpua were served. This event ended with a vote of thanks by Dr.Antony Ashok Kumar, Director and Principal of HM.



பொழிவாளர் திரு. நா.மம்மது அவர்களுக்குத் துணைவேந்தர் சிறப்புச்செய்கிறார்.

பழந்தமிழ் இசை: ஐவகை நிலம் – ஐவகைப் பண்

தமிழ்ப்பேராயத்தின் சார்பில் 'தமிழிசை நிகழ்ச்சி' சுமீபத்தில் MBA கருத்தரங்க அரங்கில் நடைபெற்றது.

தமிழ்ப்பேராயத்தின் செயலர் கவிஞர் பீ. மு. அபிபல்லா அவர்கள் வரவேற்புரையாற்றினார். அவர் தம்முடைய வரவேற்புரையில் தமிழிசை அறிஞர் திரு. நா. மம்மது அவர்கள் 40 ஆண்டுகள் தமிழிசை ஆய்வில் தோய்ந்தவர் என்பதையும், ஐயாயிரம் தமிழிசைக் கலைச் சொற்களைத் தொகுத்து முதன்முதலில் அசராதி வெளியிட்டவர் என்பதையும் சுட்டிக்காட்டி அறிமுகம் செய்தார்.

இந் நிகழ்வில் SRM பல்கலைக்கழகத் துணைவேந்தர் முனைவர் மு. பொன்னவையா அவர்கள் தலைமையுரையாற்றினார். அவர்தம் உரையில் உலகின் முதல் மானிடத் தோற்றம் தமிழினின் தோற்றமாக லெமூரியாகக் கண்டத்தில் அமைந்தது என்பதைத் தெளிவான ஆய்வுக் குறிப்புகளுடன் சுட்டிக் காட்டினார். பழம் கிரேக்க மொழியில் தமிழ்ச் சொற்கள் இருப்பதைச் சுட்டிக்காட்டி உலகில் அனைத்து மொழிகளுக்கும் முதல் தாய்மொழி தமிழே என்பதை எடுத்துக்காட்டினார். தமிழனுக்கு இசை என்பது அவன் வாழ்வின் ஒவ்வொரு நிலையிலும் இன்றியமையாத கலைத்துறை; தாலாட்டு முதல் ஒப்பாரி வரை வாழ்வின் அனைத்து நிலைகளிலும் இசையோடு இணைந்தது தமிழ் வாழ்க்கை என்பவற்றை தெளிவுறுத்தினார். தோல், துளை, நரம்பு, தாளக் கருவிகள் ஆகிய நால்வகை இசைக்கருவிகளைப் பழந்தமிழன் பயன்படுத்திய திறத்தை விளக்கினார். தமிழிசை ஆய்வுக்கு SRM பல்கலைக்கழகம் தகுந்த உதவிகளை ஆற்றும் என்று உறுதியளித்துத் தம்முடைய தலைமை உரையை நிறைவு செய்தார்.

தமிழிசை ஆய்வில் ஆழங்கால் பட்ட அறிஞர் திரு. நா. மம்மது அவர்கள் தம்முடைய பொழிவை நிகழ்த்தினார். 'தமிழ்' என்பதற்குச் சரியான பொருள் கூறமுடியாமைக்கு அதன் தொன்மையே காரணம் என்றார். தமிழில் இன்னிசை என்று மட்டுமே அழைக்கப்பட்டு வந்த இசையை மிகப் பிற்காலத்தில் தெலுங்கும் கன்னடமும் கருநாடக இசை என்று பெயரிட்டுக்

கொண்டனர். கருநாடக இசை என்ற பெயர் மிக அண்மைக் காலத்திற்கு உரியது. தமிழ்ப் பண்களின் பெயர்களையும் வடமொழிப் பெயர்களாக மாற்றிக் கொண்டனர். இது தமிழ் ஊர்ப் பெயர்களை வடமொழியில் மாற்றியது போன்றது எனத் தெளிவுறுத்தினார்.

இசை குறித்த ஆய்வுக்குப் பயன்படும் முதல் நூல் தொல்காப்பியம் என்பதையும், தொல்காப்பியர் காலத்திலும் அதற்கு முன்பும் இசைத்தமிழ் நூல்கள் இருந்தன என்பதையும் சான்றுகளுடன் குறிப்பிட்டார்.

தமிழ் நிலப்பாசுபாடாகிய ஐந்து நிலங்களுக்கும் தனித்தனிப் பண்கள் இருந்ததைச் சுட்டிக்காட்டி முல்லை, குறிஞ்சி, மருதம், பாலை, நெய்தல் ஆகிய பண்களின் அமைப்பை கானொளிக் காட்சி மூலமாகக் காட்டினார். அன்றைய முல்லைப்பாணி இன்று 'மோகனம்' என்று அழைக்கப்படுகிறது குறிஞ்சிப்பாணி 'மத்தியமாவதி' என்று அழைக்கப்படுகிறது. நெய்தல்பாணி 'இந்தோளம்' எனப்படுகிறது. பாலைப்பாணி இப்போது 'சுத்தசாவேரி' எனவும், மருதப்பாணி 'சுத்ததன்யாசி' என்றும் அழைக்கப்படுகின்றன என்றார். இந்தப் பண்கள் இந்தந்தான் இசையிலும் வெவ்வேறு பெயர்களில் வழங்கப்படுகின்றன. பழந்தமிழ் இலக்கியங்களில் இசைத் தமிழ் ஆய்வுக்குப் பெருந்துணையாக இருப்பது சிலப்பதிகாரமும் அடியார்க்கு நல்லார் உரையும் எனச் சுட்டிக்காட்டினார். சைவத் திருமுறைகளும் ஆழ்வார் பாடல்களும், அருணகிரியார் பாடல்களும் தமிழிசையால் நிரம்பியவை; தமிழ் மக்களின் நாட்டுப்புற இசை சிறப்பு வாய்ந்தது என்பதைச் சான்றுகளுடன் விளக்கிப் பேசினார். ஒவ்வொரு பண்ணையும் கேட்போர் எளிதில் புரிந்து கொள்ளும் வகையில் திரைப்படப் பாடல்களை ஒலிக்கச் செய்து விளக்கிக் கூறினார்.

தமிழ்ப்பேராயத்தின் பதிப்பாளர் முனைவர் ச. சு. இராமர் இளங்கோ அவர்கள் தலைமை உரையையும், இசை உரையையும் போற்றி நன்றியுரை கூறினார். SRM கலை, அறிவியல் கல்லூரி விரிவுரையாளர் திரு. யாழினி முனுசாமி அவர்கள் இந் நிகழ்வைத் தொகுத்தளித்தார்.



The Chairman of SRM University, Mr. P. Ravi and the Director of Sports, Dr. R. Balasubramanian with the team

SRM wins Table Tennis Tournament

Staff Writer

SRM University beat M.G. University, Kottayam with a score of 3/1 and bagged the winning place in the South Zone Inter University Table Tennis (Men) Tournament, organized by Amrita University, Coimbatore. In the Semi-finals and Quarter finals, SRM Team

defeated VTU (Belgaum) and KLEF University (Guntur) with a score of 3/1 and 3/2 respectively. The tournament saw the participation of over 63 universities in all. SRM University also qualified for the All India Inter University Table Tennis (Men) which will be held in RTM University, Nagpur in December 2011.

SRM bags overall Championship at Karunya Tournament



The Chairman of SRM University, Mr. P. Ravi and the Director of Sports, Dr. R. Balasubramanian posing with the winning men's basketball team (above) and Volleyball team (below)



M.A.D. Club

Kashmira Samel
Rachna Asapu

With a motto to establish a platform for recognition of actors and filmmakers in college,

a first of its kind, Movies and Dramatics (M.A.D) Club was founded by SRM Engineering students Sandeep Kumar and Drithin Chakravarthy. Its major activities involve short-films, theatre and skits. The founders aspire to unite all the filmmakers and actors from the college

under one name and get the best out of them. Ms. Anuradha Parakkat, Director, Corporate Affairs & Student Mentoring, inaugurated this self-funded club. The Club has won awards for their skits in Tarana, an inter-collegiate cultural event. Their short film, 'Antagonist', based

on anti-corruption, is used for promoting the theme by the organisations like 5th pillar and Badlega Bharat. The members hold a 'M.A.D. Day' to exhibit their short films and skits to the college students once a semester and they have plans to extend it to twice per semester.

Workshops on video editing, audio mixing, video effects, special effects etc. are also conducted for the members. The registration for this club is open to all and there are no limits to the number of members taken in. At present, 40 members out of the registered ones work in all the events.

TECH TALK

Steve Jobs and his 'i' for innovation

Akshun Ojha
R.Krishnan

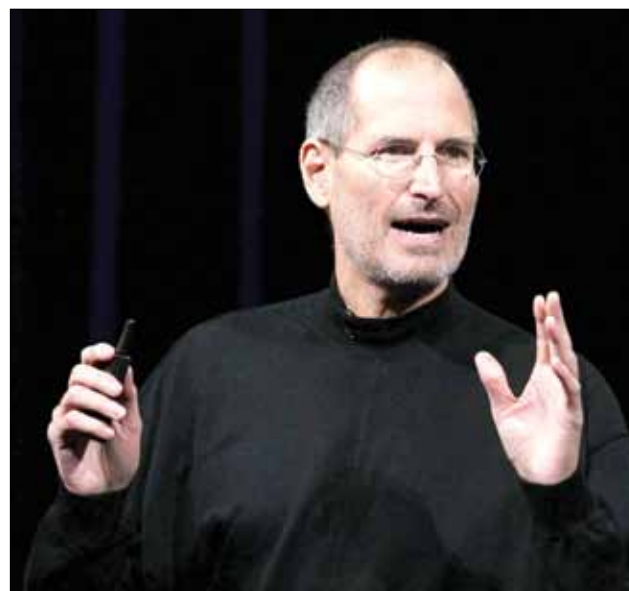
Most students on campus own an Apple product. Be it an iPod, iPhone, iPad, Macbook, the masses have lapped it all up. The very reach of his technology in a developing country like India shows the foresight and flair of Steve Jobs. Spectrum looks at bringing back 'tech talk' section with a tribute to the man who urged students to 'Stay hungry, stay foolish', a college dropout who redefined technology and exhibited true entrepreneurship—Steve Jobs.

Steven Paul Jobs founded Apple computer (later renamed Apple) in 1976 with two of his friends, before being thrown

out of his own company in 1985. During his time at Apple, Jobs brought out innovative solutions for people with disabilities, allowing them to access and enjoy his products. The Mac OS X includes screen magnification and VoiceOver, a screen-access technology for the blind and visually challenged. To assist those with cognitive and learning disabilities, every Mac includes an alternative, simplified user interface. Inventions such as Braille mirroring, which enables deaf and blind kids to work on the computer makes it the world's first screen reader that can be controlled using gestures. Post his exit from Apple, Jobs started Pixar and along with Disney produced a number of computer-animated

feature films, bagging Academy awards for movies like Toy Story, Monsters Inc., Finding Nemo, etc.

Jobs always maintained that "Innovation distinguishes between a leader and a follower" Captioning of downloadable digital movies are perfect examples of his innovation. His approach to designing has always been a class apart. The effect of elective calligraphy classes taken during his days as a dropout from college can be seen in all of Apple's products having brilliant typography and aesthetic importance. The adage "Stay Hungry, Stay foolish" and the drive to "Keep looking, never settle" was instrumental in all of his decisions. His word of advice for the youth was to



find and pursue whatever one loves the most. Talking about his approach to life, he said "You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future." On October 5, 2011, Jobs aged 56, died due to respiratory

arrest with pancreatic cancer. Leaving behind a legacy of products, his contributions to increasingly tech-savvy and interconnected global society act as a motivating factor to all those like him who not only dare to dream but strive to make it happen.

REVOLUTION 2020

Kartik Arunapuram

After the success of Two States, Chetan Bhagat's next much awaited release, Revolution 2020 with more than 5 lakh pre-orders, obviously had high riding expectations from the readers.

From the tagline of this novel—Love, Corruption, Ambition—any reader would label this story as a narration of the current situation of India. But at the outset the story is a love triangle with the Indian educational system as its backdrop. It is a story of three characters Gopal, Raghav and Aarti from Varanasi.

Chetan Bhagat has drawn two contrasting characters - Gopal and Raghav. Both strive to achieve love, fame and success. Both are gifted intellectually but have ambitions that are poles apart. One is running after money and the other nourishes bigger ideas and wants to create a revolution. While Raghav is an ideal son, IIT material, lives life with high aims of making a difference to the country and fight against corruption, Gopal is a normal guy, an average student with an ailing father along with monetary issues and his only passion in life being Aarti. While Raghav believes

that someone has to stand up against the system, Gopal, who is no stranger to struggles in life, feels that only money can get you happiness.

For both Gopal and Raghav, their goal looks far more beyond their reach owing to corruption. The detailed description of the plight of a student in the coaching hub of the country shows Bhagat's extensive research. By basing his story in Varanasi, Chetan has shown the willingness to go beyond the metros he generally portrays in his stories; probably in effect striking a chord with the semi urban populace. His descriptions of each and every ghat are

fantastic which again points to the amount of research he has put in for the same.

On the surface, the novel looks similar to any Bollywood flick-at its core, the expose of the education system. The narrative and flow of the story is pretty good as it moves effortlessly from their childhood in Varanasi to Gopal's coaching classes in Kota to them becoming adults. But contrary to what the book is touted for being - about the students who do not make it through the competitive race - Bhagat gets entangled in the love triangle and misses the mark. The character of Gopal is well etched, how an ordinary person in spite of all his vices can bring out the good in him by listening to his conscience. But unlike the title suggests, the book fails to bring any revolution in the minds of the readers or leave an inspiring impact. The language like all his books is simple and lucid. Typical Chetan Bhagat one liners about the stereotype set by the country for non-IITians can be appreciated. Hopefully by 2020 Chetan Bhagat will write about the flaws and practical ways to improve the educational system of the country instead of just writing masala love stories.

...the book fails to bring any revolution in the minds of the readers or leave an inspiring impact...

Tarana...
Fiesta of CulturalsRohini Bothra
Sanghamitra Kar

Organized by students activity centre, "Tarana" an intra-cultural event was held on 23rd September 2011 in the Dr. T.P Ganesan Auditorium. A number of competitions were conducted with teams participating from various campuses of the university and different faculties.

The program started with solo singing which was followed by musical bands. The other events included dance performances, dramatics and fashion show. The musical events were judged by Mr.Hari Shankar (Boskey) and Mrs.Chitra Mohan Kumar, dance

performances by Janani and Jones while Mr. Amzad Khan and Ms.Anuradha reviewed the dramatics.

The judges intensified the vibrancy of the audience with their comical interactive sessions while the dramatic performances ensured, the enthusiasm was alive. The most awaited event, fashion show, mesmerized the onlookers and also showcased SRMite's creativeness, as for the first time the Department of Architecture designed their own costumes. The prize distribution brought the day to an end with the Faculty of Science and Humanities emerging as the overall champions.