



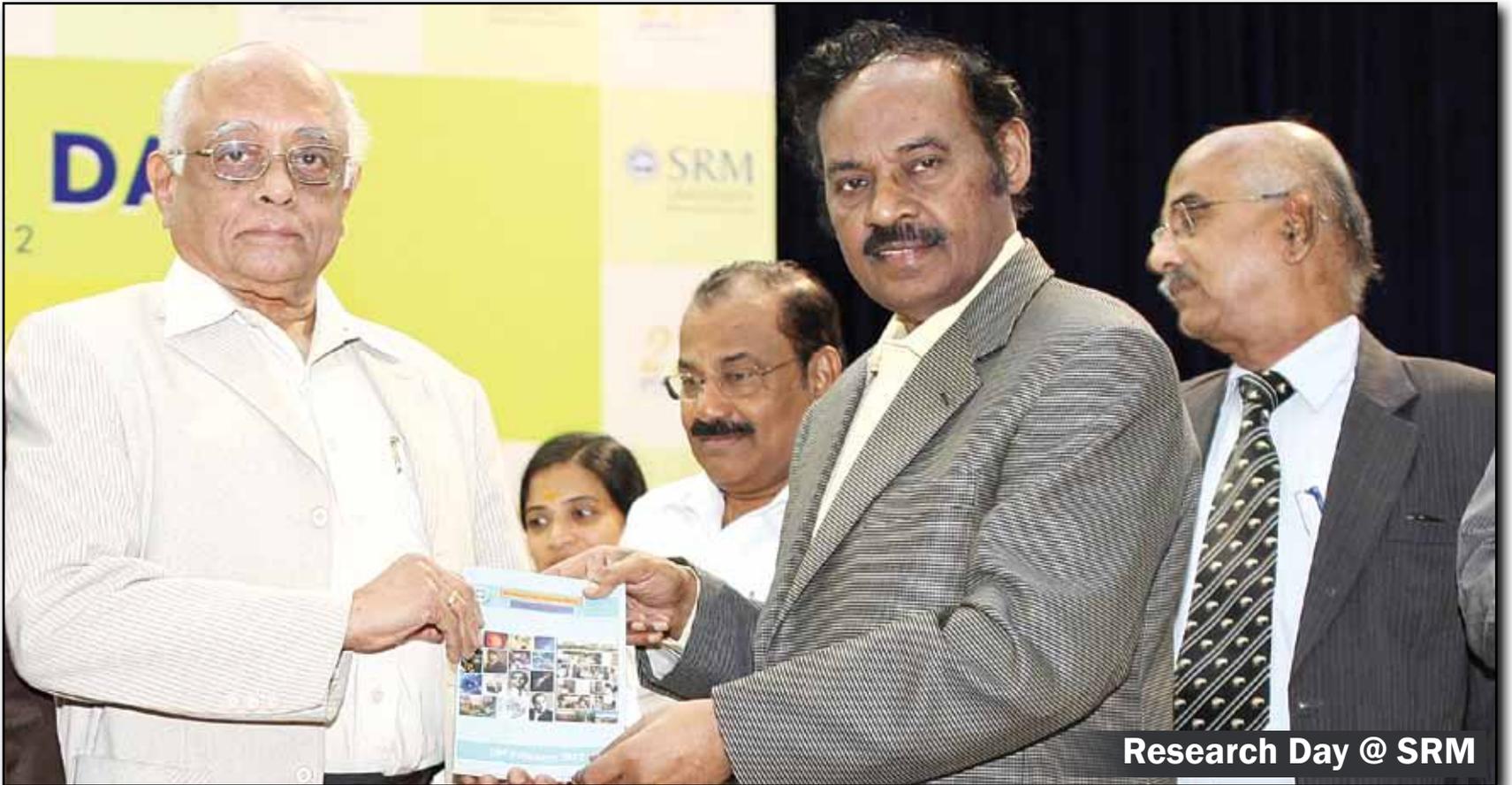
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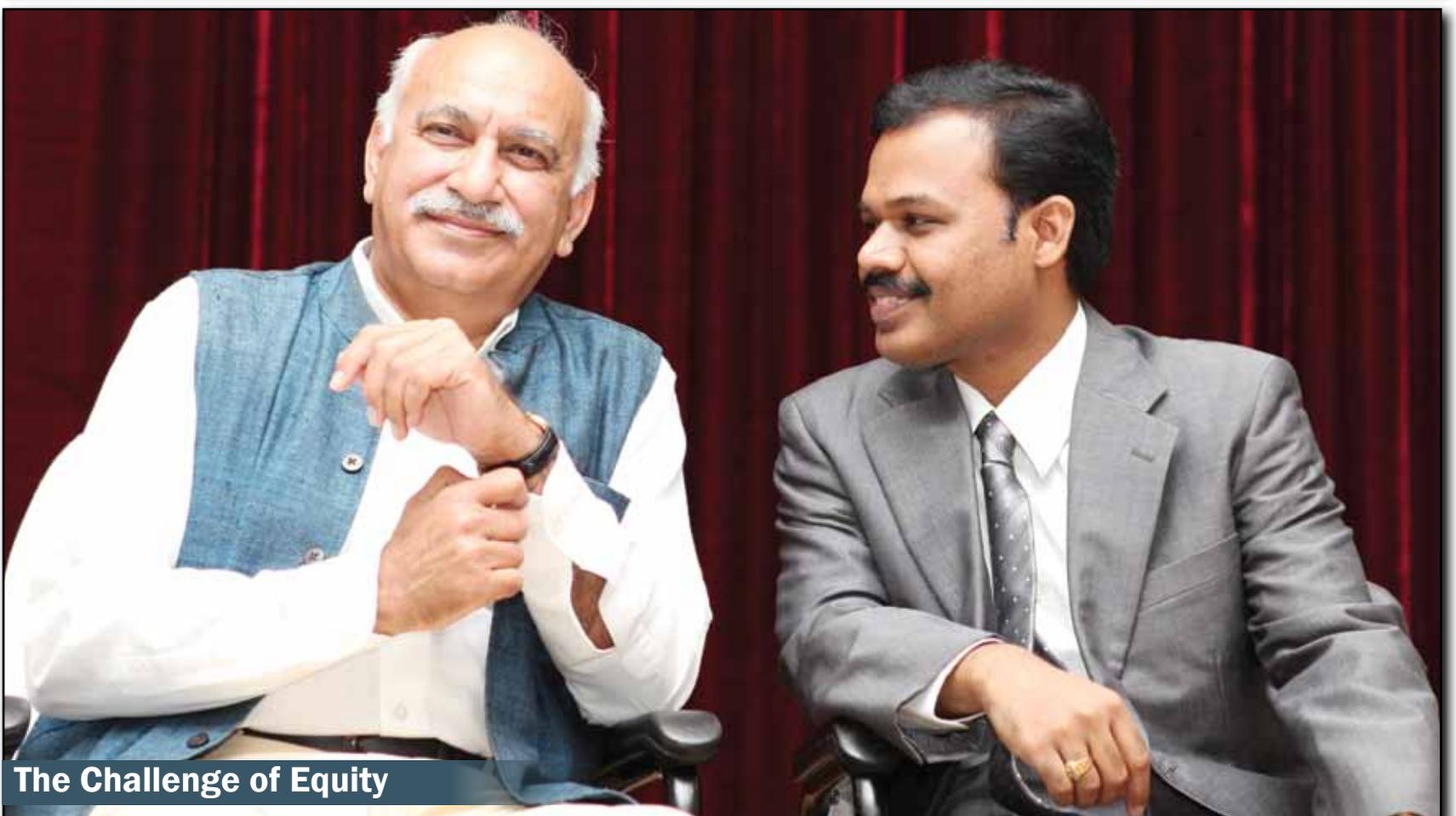
SPECTRUM

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Research Day @ SRM



The Challenge of Equity

SRM shines at ROBOCON '12...

**Anirudh Mani
Kumar Dattani**

In 2010, a 7 odd member team came together to win the Best Innovation Award at DRDO Students Robotics Competition. This team went on to become the first ever team to represent SRM at ROBOCON '11. Though the performance didn't match the expectations, the trip proved to be an important learning curve for the team.

The team started preparations in October focusing on this year's ROBOCON problem statement. In the semester break, the 13 member team took it in turns to continuously work on their 'bots'. One of the major hiccups during this phase was the non availability of the main motor for their manually driven Robot. After months of search, a 'wheel chair' motor finally met the requirements.

The event required the team to perform the task using three robots- one Manual Robot and two Autonomous Robots- the task being picking and dropping buns in a basket, without misplacing them; and when this is done,



Team Robocon '12

the team has achieved 'Peng On Dai Gat' which means 'peace and prosperity' the roots going back to a Bun Festival held annually in Hong Kong. SRM team achieved this feat, being one of the only four teams to do it. The team cleared the first league round but failed to better other team's timing.

"This year's performance was encouraging, the team out did the 67 teams from colleges all over India and was one amongst the top nine

ROBOCON:

Robocon is an international robotics event which collaborates technology and history. The participant teams are given a task which resembles a heritage event occurring in the host country. The teams have to build robots that can perform this task with accuracy and in minimal time.

teams of the competition," said Vijay Prabhu, Asst. Professor, Electronics and Instrumentation Department, who guided the

team throughout its trials. "We were among the 5 teams who completed the task successfully. With this year's performance

we have now entered the 'A league' teams of ROBOCON India and will be registered likewise from next year," said Manoj Kumar Sharma, 3rd year, Mechanical student.

"We had different departments handling different sections i.e., mechanics, electronics and coding, but all of us helped out each other," said the team leader, Ayush Patawari, 3rd year, Information and Telecommunication Department.

"This international exposure at ROBOCON has brought SRM University into the league of the best in robotics in India," remarked Dr. C.Muthamuzhichelvan, Director, Faculty of Engineering and Technology who extended all the support for the fundings and various permissions.

The team will start recruitments for next year's event in April. With the new experience, the team is looking forward to ROBOCON'13.

Interested students can contact: Ayush: 9840672029, Manoj: 9445528794, Anirudh: 9176503616

SRM Celebrates International Women's Day

**Mercy John
Esther Vinodhini**

The International women's day was celebrated at the Mini Auditorium II, SRM University on the 8th of March. The event was organized by the Department of Visual Communication, Faculty of Science and Humanities. The program was conducted not only for women, as it also witnessed an appreciable number of men present at the occasion.

Mrs. Lakshmi Ramakrishnan, a Character Artist and one of the Chief Guests said that she has experienced hardships in early stages of her life being a woman from a conservative family. "It was very difficult as a woman to come out of that safety circle, but eventually it lead to the place I am now.



I'm sure that I have made my family proud", she said.

The second part of the event included many infotainment and entertainment sessions, which consisted of competitions such as junk art, talent show, paper collage, etc. which were enjoyed by both the students and the staff members. The event also showcased a magic show performed by Ms. Aarthi, which engrossed the audience.

"The event was a nice gesture and very motivating. Even the Chief Guests invited who shared their success story with us were very encouraging. This was a useful program." said Ms.Unna Muthiah, a second year Visual Communication student. Women's Day at SRM also saw the active participation of senior women faculty and administrators like Dr. Chandraprabha, Associate Director, Health Sciences.

It was March 8th and what better day do we need to celebrate Womanhood? In view of the 101st International Women's Day, Srishti' 12 was celebrated at SRM University, Vadapalani. The event started with a prayer song followed by lighting of the lamp by Director-Vadapalani campus – Mr. M. Subramaniam, Dean - E & T – Dr. N. Vasudevan, Mrs. Padmavathi – HoD(CSE), Dr. Gomathy – HoD (ECE) and the Students' Co-ordinator – Ms. S.V. Padma Rao.

Dancing and singing packed

with fun-filled games lined up the schedule making the celebrations more exciting. Gift Vouchers and prizes were given to winners of different games. A paper presentation session was organized by the Department of English. Best papers were judged and cash prizes were awarded to the winners. The event concluded with lucky draw for staffs and students with gifts given away to the lucky winners. SRISHTI' 12 was indeed a celebrated event which marked the value of womanhood.



ACCENT ON RESEARCH

Not an option but a must says Chancellor

Staff Writer

Reminding academics, scholars and students that universities and colleges have to look beyond churning out graduates and placement and focus more on research and development, the Chancellor of the SRM Group of Institutions, Dr. T.R. Pachamuthu maintained that the so-called “routine” duties of institutes of higher education will not suffice given the present day challenges.

The Chancellor presided over Research Day celebrations at SRM University on February 28, an event that saw the participation of Dr. R. Chidambaram, Principal Scientific Advisor to the Government of India, Dr. Surendra Pal, Distinguished Scientist of ISRO Satellite Centre at Bangalore, the Vice Chancellor of SRM University, Dr. M. Ponnaivaikko, the Director of Research, Dr. Narayana Rao, the Dean of Research Dr. Kasmir Raja, and other Directors and Deans of various faculties of the SRM Group.

“Research cannot happen in one day. Research comes with creative people and with the right attitude”, the Chancellor said going on to make the point that “the seeds of the idea of research must be sowed at the school level”. Whether it is at



The Chancellor presenting a memento to Dr. R.Chidambaram. Also seen in the picture (from left) the Director of Research, Dr. Narayana Rao, the Pro Vice Chancellor (Medical), Dr P.Thangaraju, the Vice Chancellor, Dr.M.Ponnaivaikko, the Pro Vice Chancellor (Planning), Dr. T.P. Ganesan and the Registrar Dr N.Sethuraman.

the level of pure sciences or basic sciences, the teaching faculty must set an example to students and stay away from the mentality of avoiding the concept of research. “Research is not a one day affair”, the Chancellor stressed.

“Doing research is not an option it is a must... A college or University is ranked only by research” he added.

The Chancellor argued that the SRM Group of Institutions has made available several crores of rupees for Research and that at the private sector level institutions and industry must not hesitate to fund research which

indeed is a critical component of academics and intellectualism. “Research Day need not be just a one day affair on an annual basis... The main intent is for us all to take it to the next step”, the Chancellor said.

Echoing the views of the Chancellor on the imperative of educational institutions to keep the accent on research and development, Dr. Chidambaram maintained that the knowledge economy should not be apprehensive of the developments of technology. The disconnect between the academia and the industry by way of collaborative arrangements in research and development must be broken,

the top scientist said. There are basically three requirements of Research, the Principal Advisor to the Government of India argued: Funding which must also come from the industry; good faculty at academic and institutes of higher learning; and the environment to attract those who are keen on basic and engineering sciences. “In development and knowledge management, India today is below 100 in rank of nations. We want it to be in the top 10”, Mr. Chidambaram said making the point that ways of attracting researchers is not only by higher salaries but also in an ability to identify those

who are “gifted”.

The development of India should only be quality based and the country should keep a watchful eye on the needs of the rural areas, Dr. Chidambaram said. International cooperation is important for India and should be mutually beneficial for it to be sustainable, the top scientist said. “We all want India to become a developed country in the fullest sense of the term and in the shortest possible time. Our vision is of an India which is economically developed, scientifically advanced and militarily strong, an India which is a global innovative leader in many technological areas”, Dr. Chidambaram stressed. Talking about Research Day Dr. Narayana Rao argued that Indian companies spend a lot of money on advertisement and marketing but very little on research and development. “Teaching and Research are inter-twined and inseparable. SRM Group of Institutions recognize the importance of research”, Dr. Rao said, making the point that research and development “needs to take care of the lowest strata of society”.

The Vice Chancellor, Dr. M.Ponnaivaikko welcomed the gathering and the Dean of Research, Dr. Kasmir Raja proposed the vote of thanks.

SRM Students shine at Pragyan'12

Saipriya.S.D

Pragyan, the annual techno-management fest conducted by NIT Trichy, witnessed SRM students bagging top honors in two events under the ‘Engineering Tomorrow’ domain – ‘Sky Dive’ and ‘NFS Aqua’.

Arun Mathew, Kamalesh,

Farokh Irani, Akarsh Rao and Karthik, second year Aerospace engineering students came third in Sky Dive, winning prize money of ₹ 10,000. The task was to design and build a wireless remote controlled aircraft (using motors only) which could complete a specified path, be maneuvered and land successfully in a targeted zone. Another team of 3, Arun Mathew,

Farokh Irani and Balakrishnan bagged the first prize in NFS Aqua, also bringing home ₹ 10,000. For this event, they were required to construct a boat powered by an electric motor that finished laps in the least possible time. “The comments from the judges and the overall experience was beneficial for all of us.” said Arun.

Cover Page Pictures...

SRM University was witness to two major events recently.

Our first photo shows the chancellor and the Principal Scientific Advisor to the Government of India,

Dr. R.Chidambaram on Research Day.

The second photo shows the President of the University with the noted journalist, Mr. M.J.Akbar during a visit to the campus.

Modern Optimization Techniques For Engineering Applications

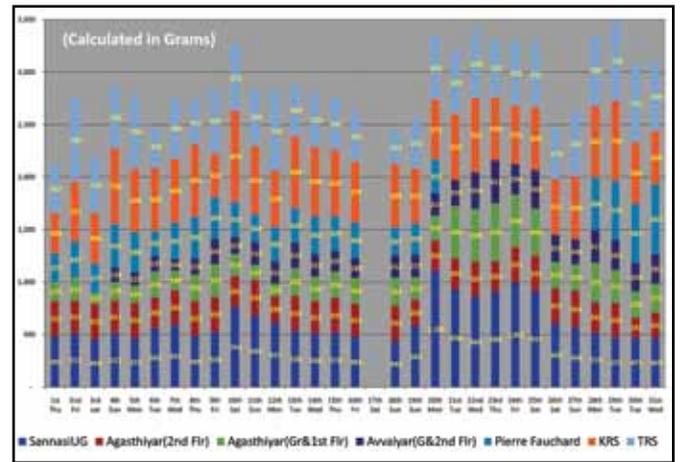
Staff Writer

A two day National Level Workshop on “Modern Optimization Technique for Engineering Applications”, MOTEA-2012, was organized by the Department of Electrical & Electronics Engineering, SRM University, recently. Mrs.J.Preetha Roselyn & Mr.C.Subramani were the coordinators for the programme.

Dr.S.S.Dash welcomed the gathering and explained the objectives of the workshop which was mainly focused on evolutionary computations like Genetic Algorithms, Particle Swarm Optimization, Differential Evolution and Multi Objective optimization algorithms and its widespread applications. Around 60 external and 40 internal participants from different disciplines participated in the workshop. Dr.C.Thukaram, Professor / EE, IISC, Bangalore was the chief guest for the function and delivered the inaugural address and Dr.M.Ponnaivaikko, Vice Chancellor, SRM University

delivered the presidential address and released the workshop handouts. Useful lectures were delivered by the keynote speakers as follows: “Applications of ANN and Fuzzy Logic in Engineering Disciplines” by Dr.C.Thukaram, “Soft Computing and its Engineering Applications” by Dr.S.S.Dash, HoD/EEE, SRM University, “Economic Operation Power Systems using Hybrid Optimization Algorithms” by Dr.Shanti Swarup, Professor/EEE, IIT, Chennai, “PSO and Multi Objective Optimization” by Dr.B.K.Panigrahi, Professor/

EE, IIT, Delhi and “Evolutionary Algorithms and its Engineering Applications by Dr.S.Basker, Professor / EEE, TCE, Madurai. Hands-on training on Simulation Softwares like Power World Simulator (Version 15) for Power System Engineers and Genetic Algorithm based Toolbox in MATLAB for multidisciplinary domains were introduced to the candidates during lab sessions. The lab session was followed by feedback session and valedictory function. Dr.B.Vinayagam, HoD/ Mechatronics distributed the certificates to the participants.



First phase of Hostel Food Waste Reduction

Staff Writer

Quality Measurement Technique popularly called as “Six Sigma Technique of Defect Reduction” has been adopted using its DMAIC Methodology (Define, Measure, Analyze, Improve, Control) for waste reduction in hostel.

As the first phase of the initiative, accurate measurement of daily food waste is now formally captured using measuring scale and reported to hostel students via notice

boards. Next crucial phase would involve series of sessions with students and the kitchen team to assess various root causes for food waste. This would be followed by gradual reduction of food waste.

This project was initiated based on the specific directive of the President to initiate steps for measurement and reduction of hostel food waste. Special thanks to Director-CL and his core team Jayakumar (ME) and Prabhakar (AE) for driving this project with great care and sustaining the first phase.

Exploring new technologies in Biotechnology...

Lavanya Durai
Sneha Sankar

“The only way to propel India to the first position in the field of biotechnology is to overcome the instinct of being the follower”, said Dr. P.M. Murali, Managing Director of Evolva Biotechnology, Chennai. He was the Guest of Honour at the inauguration of ‘The National Conference on Frontiers in Biotechnology SRM 2012’ (NCFB SRM 2012) held recently at SRM University, Kattankulathur by the Department of Biotechnology in association with Evolva Biotech. The conference was held over a span of two days where many prominent speakers gave presentations covering five topics, namely, Medical Biotechnology, Plant Biotechnology, Environmental Biotechnology, Animal Biotechnology and Fermentation Technology.

Dr. Ajit Kumar, Chief Scientific

Officer, Life Cell International, Chennai, spoke on the topic “Stem cells and their potential”. He discussed about regenerative medicine and the significance of banking cord blood which can later be used for therapy to cure various diseases such as Juvenile diabetes and cerebral palsy to name a few. “The potential of stem cells is huge, it should be tapped and not allowed to go waste”, he said.

Dr. Jenkins Danish, Senior Product Manager, Tablets India, illustrated the recent trends in Pre and Probiotic therapy. He emphasised that “good health is equal to gut health which is governed by your gut flora, that is, the micro organisms in your gut”. He stated the various uses of probiotics such as treating lactose intolerance, eczema, controlling cholesterol levels, ageing and aiding the fight against obesity. He mentioned how even the simple hand wash has a probiotic counterpart which doesn't kill the useful flora present

in our skin. The valedictory function was attended by many dignitaries. “The conference provided good exposure for the students of the department of Biotechnology” said Dr. M. Vairamani, Dean, School of Bio-Engineering who delivered the welcome address. A special recap video was made by the students of Biotechnology that brought back memories of the events that occurred over the two days of the conference. In the valedictory address by Dr. C. Muthamizhchelvan, Director Engineering and Technology, he mentioned the initiatives the university will be taking up in the coming academic years. “Multi-disciplinary projects will be encouraged and these will be eligible for submission as the final year project for all B.Tech students.”, he added. NCFB SRM 2012 proved to be very useful for all the students and delegates who attended it from SRM University and other colleges.

Robotics seminar, XION'12...

Staff Writer

Inauguration of the Robotics club was held at the SRM University, Vadapalani Campus, by the students of the Engineering and Technology.

The National level Robotics seminar was inaugurated by Mr. S. Madivaan, Scientist “G” - Additional Director - CVRDE, Avadi.

This festival XION, was started with the lighting of the ‘Kuttuvelakka’, a symbol of energy and enlightenment. The introduction of XION was done by Raviskrishna Matha, student coordinator. After that welcome address was given by Prof. Ms.Anita Christaline, Staff coordinator, XION.

Dr. N.Vasudevan – Dean (E&T), SRM University, Vadapalani Campus, gave a



The Chief Guest being honoured with a memento

inspiring and motivating speech. He gave many examples related to Robotics in his speech.

The chief guest, Mr. S. Madivaan, explained the basics of unmanned vehicle operations and how robots can help in the same. His speech was really informative.

Around 400 students from different parts of country participating in technical and non-technical events.

Economic Equity, the biggest challenge for India - M.J. Akbar

Staff Writer

Rubbishing the notion of the “trickle down theory” and stressing that the poor must feel that they have a stake in a rising India, a prominent journalist maintained that economic equity “is the biggest challenge” for the country.

“You cannot be complacent about it”, said Mr. M.J. Akbar, Editorial Director of India Today, who was visiting the SRM University’s Kattankulathur Campus and addressed a group of students and faculty cutting across disciplines. The President of SRM University, the Vice Chancellor, the Pro Vice



Mr. M.J. Akbar addressing the gathering

Chancellor (Medical), several Directors and Deans participated in the event that witnessed an interactive session as well.

Modernity in India cannot be measured by air conditioners, the number of cars in the streets or fashionable tollways connecting cities; rather modernity has

four essential factors, that of democracy, secularism, gender equality and economic equity maintained Mr. Akbar.

Democracy meant equality surpassing such facets as color and creed and that the concept of a minority has to see the framework of empowerment,

Mr. Akbar said. Secularism is not the elimination of faith but in ensuring the co-existence of all faiths, the reputed scribe said. “I cannot think of even one Hindu philosopher or writer who has been nasty against Prophet Mohammad and Vice Versa”, Mr. Akbar said adding that China may be a successful nation but not a modern nation.

Gender equality, Mr. Akbar said, had to go beyond looking at the fine lines of the laws laid or passed but in the implementation of one’s own thinking. Jawaharlal Nehru, by his own admission, saw his achievement in the passing of the Hindu Code Bill but acknowledged that his big failure was in not being able to provide Muslim women a similar Bill, Mr. Akbar pointed out. Mr. Akbar’s visit comes at

a time when a slew of media houses—India Today, Zee TV, DNA and Education Times (of The Times of India Group)—have ranked SRM University as India’s Number One Multiple Stream Private University. Mr. Akbar exhorted the faculty and students to rise and meet the challenges of modern India as everyone had a role to play.

“The poor must feel that they have a part of rising India... For India this is the biggest challenge”, Mr. Akbar said making a point that it was no longer valid to talk about economic equality but only of economic equity.

Dr. P. Thangaraju, Pro Vice Chancellor (Medical) proposed the vote of thanks.

Culture Curry at Global Village

Sneha Sankar

Joel Vasanth

“The culture in India is so different from ours”, says Ricardo, a third year law student from Sao Paulo, Brazil. “I’ve tried dosa, roti, biriyani, pani puri and lots of other food but my favourite is channa masala!”. Ricardo and many others like him from colleges all over the world were at SRM University, Kattankulathur recently for the event ‘Global Village’ held by the Chennai wing of AIESEC, India, a global student run youth organization that provides international exposure by helping students pursue internships abroad. Simply put, the Global Village is a forum for and by the students to exchange views, adopt the culture and breed a sense of oneness among the students from all over the world. Interns that visited our college were from countries like Brazil, Argentina, Nigeria, Poland and Lithuania to name a few.

The event brought about

The main aim is to facilitate international exchanges and empower the youth

the participation of students from other colleges in Chennai as well. “The main aim is to facilitate international exchanges and empower the youth.” said Dharshan Bhasker, a second year student of Loyola College, Chennai, and the current President (Organization) for Empower 2012, another event that is to be held by AIESEC.

“It exceeded our expectations, considering the fact that this is the first time AIESEC is holding an event at SRM University”, said Rachit Shadra, Vice President (Stake holder Management) for AIESEC, Chennai. and a second year student of B.Tech, Software Engineering at SRM University. “We managed to deliver international exposure through the foreign interns themselves. We are happy that our students could interact with them”, she added.

Budget a tricky Balance act

Staff Writer

For all the political compulsions Finance Minister, Pranab Mukherjee, did not present a populist Budget, packed with big reliefs and concessions in parliament. Instead he had challenging tasks on hand, like ensuring fiscal prudence, reviving growth and investment.

Speaking at a discussion on Budget 2012: Stimulus Expected for Reviving Sentiment & Investment organized under the auspices of Economic Times in Campus at SRM University, Kattankulathur, the expert panelists said that the Budget has to signal a cut in interest rates, focus on infrastructure, give fillip to housing in tier-I and II cities and skill development.

Shriram Industrial Holdings Managing Director, S Srinivasan, said “since inflation has moderated the RBI which has already reduced the repo rates, it is expected to lower bank rates. The high cost of interest has hit investment in major sectors. The small and medium scale enterprises



Speakers at the pre-budget forum.

are the worst hit, not getting finance from banks. With the total subsidy bill slated to go up by ₹ 1 lakh crore this year; the FM has to reduce subsidies and target the stimulus in the next year’s Budget to largely benefit the poor”, he said.

Marg Group’s vice-President, Strategic Planning, S Vijaykumar said, “while the country can be proud of the service sector, especially IT, which is driving the growth there is a shortage of hard infrastructure. The Budget should give thrust to creating support infrastructure like connectivity between roads, ports, railway lines and airports so that the assets could be better utilized”. It is also necessary to give infrastructure status to the realty sector according to him.

S R Batliboi & Associates,

Associate Director, Amit Kumar Sarker, said “the FM has a difficult task ahead as he has to reduce the fiscal deficit as well as raise tax revenue to meet the outlays of different departments. Since the inflation rate has come down he is likely to raise indirect taxes. Besides raising duties on liquor and tobacco he is expected to tax financial services”.

Madras Stock Exchange Director and MSE Institute of Capital Market, Chairman, V Nappan said the Budget has to provide for reducing various transaction costs. Major expectations are abolition of the securities transaction tax, creation of a market stabilization fund to support the float by public sector companies and raising the limit on infra bonds to ₹ 5 lakh”.

Les Eléments Culturels dans un Pays Francophone

Spectrum Reporter

Le département de français, l'école de langues ainsi que les facultés de science et humanités ont organisé mercredi 15 mars 2012 un festival de langue. Le département de français de son côté, a eu pour thème les éléments culturels dans un pays francophone. Mon chef de Département Mr. K.Kumaravel a introduit de l'invité de spécial. Il a dit que le français n'est pas une langue en Inde mais une langue étrangère. Il a cité un proverbe « le Français est une fenêtre en Inde ». Ce sujet a été développé par un invité spécial le Docteur C.Thirumurugan qui a mis un accent sur la culture française.

Pour commencer, le Docteur a débuté par une question très importante qui est: "c'est quoi la culture". Il a voulu que tout le monde sache ce que c'est qu'une culture avant de débiter sa présentation. La culture selon lui n'est rien d'autre que la manière de vivre d'une société ou d'un groupe de gens.

Ensuite, il a parlé de la culture française en nous faisant voir les différentes races vivant en France, il a parlé de la mode en France, les célèbres couturiers comme Yves saint Laurent, coco Chanel et autres. Puis, il a donné les attitudes générales des français en disant ceci:

-le français est fier de sa culture et de son héritage ainsi que son style de vie

-il veut la réussite sur tous les plans (culturel, éducatif, financier)

-le Français aime la vie privée et bien d'autre chose encore.

Nous avons appris l'importance du français car, il vient juste en deuxième position après l'anglais. Puis, il a parlé, le sport favori de la France est le football (soccer).

Coté transport, la vie en France est développée. Le TGV (train à grande vitesse) est l'une des dernières meilleures inventions dans le transport, tout le monde peut voyager à travers l'Europe à un prix favorable. Nous avons eu une visite virtuelle de la France nous avons circulé dans les rues importantes comme les champs-Élysées et avons visités les monuments suivant:

Latour EIFFEL, Notre dame de Paris, L'arc de triomphe, Le mont martre, Les invalides, le musée de Louvre.

APRES, la présentation s'est poursuivie avec la gastronomie. Les français aiment passer le temps à table. Ils aiment accompagner les repas du vin ou du champagne pour le dîner, et pour le déjeuner leurs baguettes de pain et les croissants sont très appréciés. La France en soit est reconnue pour ses frites (french fries) consommés dans le monde entier. C'est par là qu'a pris fin la présentation de notre chère invite.

Finalement le programme s'en est suivi par la remise des certificats aux étudiants qui ont participé aux activités culturelles. Le mot de la fin a été donnée par madame Rajalakshmi et tous les étudiants et invités sont rentrés chez eux avec une connaissance plus ouverte sur la France.



A section of the audience at the French session

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Literary Fest at FSH



The Associate Dean, the Dean, the Chief Guest, the Director of FSH and the HoD of English at the inaugural event

Languages and the way of life

Spectrum Reporter

The Multi Lingual Literary Fest conducted by the School of Languages, Faculty of Science and Humanities, SRM University was held at Dr. T. P Ganesan auditorium, recently. The inaugural session started with the welcome address by Dr. J. Jothikumar, Associate Dean, FSH, followed by the presidential address by Dr. Balasubramanian, Director, FSH and the chief guest was introduced by Dr. Sengotti, Dean, FSH. Mrs. Bagyadevi, Regional Director, Staff Selection Commission, was the guest of honour for the Inaugural Ceremony. Her talk

was centered on the importance of languages and its various functions in day-to-day life. The inaugural was followed by the English session titled 'Theatre and Literature'. Ms. S. Santha Kumari, Assistant Professor, Department of English welcomed the chief guest, Mr. V. Balakrishnan, and introduced him to the audience. Mr. V. Balakrishnan, an eminent theatre worker and artistic director of 'Theatre Nisha', delivered an interesting speech followed by an interactive session with the students. At the outset, he spoke about the origin of theatre and eventually gave a detailed speech on contemporary theatre and its reliance with literature. Then students were invited on

to the stage and were made to perform on different themes, which served to inspire many young hearts to take up theatre as a career.

The crowd cheered with sheer enthusiasm watching the live performance of the active participants. Mr. Balakrishnan concluded his speech with words of encouragement for aspiring students who wished to enter the field of theatre. Students who bagged the prizes in the competitions conducted by the English Literary Club - 'Eurhythm' were felicitated by the guest after the speech. Mrs. Pavithra Raghavan, Assistant Professor, Department of English proposed the vote of thanks.

தமிழ் கலை இலக்கிய விழா

நா. ஆனந்தி

எஸ். ஆர். எம். அறிவியல் மற்றும் மானிடவியல் புலத்தின் தமிழ்த்துறை சார்பாக கடந்த வியாழன் (15.3.12) அன்று "தமிழ் இலக்கிய விழா '12" தி.பொ. கணேசன் அரங்கில் நடைபெற்றது.

விழாவின் சிறப்பு நிகழ்ச்சியாக சிற்றிலக்கியங்களுள் ஒன்றான "குற்றாலக்குறவஞ்சி" நாட்டிய நாடகம் நிருத்யாஞ்சலி கலை பள்ளி மாணவிகளைக் கொண்டு சிறப்பாக நடைபெற்றது. விழாவின் தொடர்ச்சியாக தமிழ் மன்றம் சார்பாக நடைபெற்ற கட்டுரை, கவிதை, மற்றும் பேச்சுப் போட்டியில் வெற்றி பெற்ற மாணவ மாணவிகளுக்குத் தமிழ்ப்பேராய



ஒருங்கிணைப்பாளர் திருமதி. கோ. க. சுந்தர பாண்டியன் அவர்கள் பாக்சியவதி அவர்கள் பரிசுகள் வழங்கினார்.

இந்நிகழ்ச்சிக்குத் தமிழ்த்துறைத் தலைவர் முனைவர் வ. தனலட்சுமி அவர்கள் வரவேற்புரை வழங்கினார். தமிழ்த்துறைப் பேராசிரியர் முனைவர்

க. சுந்தர பாண்டியன் அவர்கள் நிகழ்ச்சியைத் தொகுத்து வழங்கினார் விழாவின் நிறைவு பகுதியாக தமிழ்த்துறைப் பேராசிரியை முனைவர் திருமதி. எச்சிபா பியூலா சுகந்தி அவர்கள் நன்றியுரை வழங்கினார். இனிதே விழா நிறைவு பெற்றது.

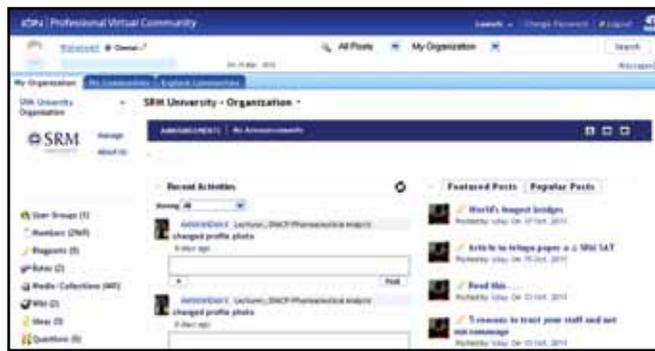
SRM's very own Facebook!!

Prerana Agarwal
Trisha Anand

In a yet revolutionary act, SRM has launched its own PVC (Professional Virtual Community), a cloud of TCS-iON. This professional networking site forms the base for internal communication. "The platform helps students and others to have anytime, anywhere access to the Community, for them to collaborate among each other. The login credentials make the community a role-based collaboration", explains Ms. G. Arundhati, Dean, Knowledge Management. To begin with, Career Development Centre has used this platform to bring in students and faculty together, to prepare them for placements.

Around 3,000 students from Engineering and Technology (E&T) have already enrolled on PVC and the number is on a constant rise, and with a plan to extend the facility to Medical and Science & Humanities. The service currently is available on Kattankulathur campus only but will be rolled out in other campuses during the next phase. "It's a professional networking site. It will help the faculty and students to collaborate, interact, communicate on any academic issue or professional discussion", says Dr. K. Mohan, director, ITKM, while talking of the portal.

The portal hosts many links like 'search people', 'wiki', discussions, debates, media collections, ideas, blogs etc.



"SRM is the main community on the portal and every member of the varsity is a part of it. Apart from this new communities can be formed and students and faculty may discuss or make announcements on the portal. It's sure to bring a personal touch in a professional environment", stated Ms. Suhasini B. who works in IT customer services, ITKM. To avoid any abuse on

the PVC, every activity is routed through the administrator and is moderated.

Every activity can be tracked through user ID. The Career Development Centre (CDC) has uploaded some worksheets for the pre final year students. Mrs. T. Mythili, Head, CDC, says "The content is relevant for placements and students

are expected to use it for their empowerment". The questions will be discussed and queries will also be entertained. While talking to Spectrum, Mr. N. Venkata Sastry, Placement Officer, SRM University, expressed "Looking at the requirement for cracking placement exams, one required focus on the attitude as well as aptitude. Online content supplemented by facilitators will surely equip students with better methods. Students can solve these worksheets at a time they choose and hence will be more useful". "To enhance collaboration among students and faculty virtually, if not individually, is very important in an environment as SRM. We wish to make PVC a single point of contact", concluded Mrs. Arundhati.

Celebrating 'differences' with TEDxSRM

Joel Vasanth
Prerana Agarwal

The second edition of TEDxSRM held recently at the Vadapalani campus, witnessed a spectrum of speakers from different walks of life. TED-Technology, Entertainment, Design – three areas that collectively shape our future, is a non profitable organisation devoted to "ideas worth spreading". Eminent speakers from various fields are called upon this platform to put forth their views and these speeches are made globally available.

This year's TEDxSRM had speakers voicing their opinion on the theme, "Accepting Differences".

Kollywood actor, entrepreneur and HR-consultant, Raja Krishnamoorthy, suggested that differences between individuals were actually their induced superiority complexes and beliefs. He elaborated on this using the example of cows being rendered holy by the Hindus but consumed as food by Muslims. He explained that a lot could be learnt from nature, as it harmonizes with such beauty. He urged the gathering to give up the usual attitude of 'My way, or the highway' and to not only accept but also celebrate

differences amongst mankind.

Mr. B Jeyamohan, Tamil & Malayalam Writer & Literary Critic, shed light on the topic using differences between the stages of life in Tamil Literature - Grahastham, Vanaprastham, Brahmacharyam and Sanyasam. He explained each stage in life and its expectations, while Ms. Sujatha Natarajan, President Family planning Authority of India (FPAI), stressed on the need of change in each individual's perception. Enlightening the audience on the differences faced by transgenders, she explained that acceptance will come only through tolerance.

"Knowledge is knowing tomato is not a fruit, but a vegetable; whereas wisdom is not putting it in a fruit salad", remarked Mr.A.S. Ravi Prakash, veteran Tamil actor and certified practitioner of Theta Healing, who suggested accepting differences with wisdom. He put forth a simplified approach to the topic by pointing out that accepting differences has to begin within our families and only then can it move higher up to the level of the society. He believed that differences generally cropped up due to prejudices and that they can be rid off by practicing self-realization and meditation. He captured the audience's attention with his flamboyance and wit.

Dr. Nandita Pathak, Director Udyamita Vidyapeeth Deendayal Research Institute gave the audience an overview on the Chitrakoot Project, a self-reliance campaign being conducted in 500 villages around Chitrakoot. She has solved problems of rural population and touched the issue of accepting differences in the rural sphere of the society. She made an impact on the audience by giving examples of Gandhiji and Dr.A.P.J.Kalam who strived for bringing equality amongst all sections of the society.

"Life is like a game of cards," said, Mr. R. Elango, "You can play only with what's in your hand." The Author & Columnist and Chief Human Resources Officer at MphasiS, Bangalore, stated how it was not as important to hold on to good cards in life as it was important how well you played the cards you had. Drawing from his life, he mentioned how he went about facing the trials life threw at him and how he overcame many personal hardships. He continued by saying that in life, the cards dealt out could not be changed but, "You have to take it with the right attitude and that is what makes the difference." 'Articulate', an Indian Classical Dance group of visually impaired men reiterated this idea with their dance. They performed in

perfect synchronization to the music, showed the will to hone their skills instead of lamenting over disabilities and received a well deserved standing ovation from the audience.

Ms. Hemalatha Annamalai, Founder & CEO of Ampere Vehicles stated that being the only woman in her field had not deterred her from achieving success. She also appealed to engineers to follow their heart and mind and advised them not to follow trends, but set trends and make a mark in product innovation. Dr. S Yamuna, Consultant pediatrician and Adolescent Physician and the author of 'Nobody Understands Me', shed light on another aspect of the theme. She explained, "Risk taking behavior is new when we usher into college life. The stages of an adolescent are different and we should accept the change and not lose our sense of belonging in the process".

Mr. Venkat Changavalli, Ex-CEO, Emergency Management and Research Institute (EMRI), an IIM-A alumnus talked about the different characters he has worked with. "The people I have worked with have all ultimately ended up in prison or have died for some reason or the other, yet here I am standing in front of you!", he said with a hint of humor. He mentioned that he had successfully saved

over three and a half lakh lives through his services and advocated, "One can create big differences with small ideas". He along with Mr. Venkat Subramanian, Founder, MD of e-farm, explained how they developed profound outlooks towards their careers. Both these entrepreneurs owe their success to a streak of innovation in their ideas which made them stand out from the mundane. Personifying the theme accepting differences, Mr. Venkat explained his ideology when he started e-farm and invigorated the students to create jobs, rather than looking for one. "From an architect to an IT employee to a sabziwala! It's all about understanding what is right for you and when." said Mr. Venkat, an IIT-Kgp alumnus.

On account of these eminent speakers, TEDxSRM had a positive impact on students, mainly by teaching them to accept differences in their environment. 'I have refined my career plan and now feel the urge to serve the people around me as well', says one of the students who attended the event. For many of you, round one of your game of cards is over. Now, go over and watch the videos of these realistic solutions to accepting differences and then ask yourself, "Am I ready to play round two?"

INDIA TODAY ZEE TV-DNA & EDUCATION TIMES RANK SRM UNIVERSITY AS INDIA'S NO.1 MULTIPLE STREAM PRIVATE UNIVERSITY



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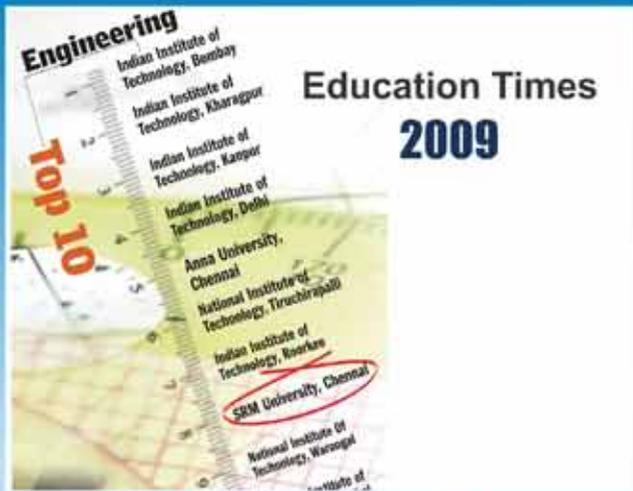
SETTING TRENDS



CAMPUSES: CHENNAI | TRICHY | DELHI



A moment of pride
 Electronics and Communication
 Engineering Program of
 SRM University, Kattankulathur Campus
 has been accredited by the
 Engineering Accreditation Commission of
ABET, USA
<http://www.abet.org>



ENGINEERING		UNIVERSITIES	
RANK 2011	NAME OF THE INSTITUTE	RANK 2011	NAME OF THE INSTITUTE
01	IIT-Kanpur	01	University of Delhi
02	IIT-Bombay	02	Jawahar Lal Nehru University
03	IIT-Delhi	03	University of Mumbai
04	IIT-Kharagpur	04	University of Calcutta
05	IIT-Madras	05	University of Pune
06	IIT-Roorkee	06	Maharaja Sayajirao University
07	IIT-Guwahati	07	University of Madras
08	NIT-Warangal	08	SRM University, Chennai
09	SRM Engineering College, Chennai	09	Banaras Hindu University
10	MN-NIT, Allahabad	10	University of Hyderabad
11	Institute of Technology, BHU, Banaras	11	Jadavpur University
12	Visvesvaraya Technological University, Belgaum	12	Osmania University
13	College of Engg, Pune	13	Jamia Millia Islamia
14	Indian Institute of Informatics Technology, Hyderabad	14	Manipal University
15	Delhi College of Engineering	15	Vellore University
16	Vellore Institute of Technology	16	Aligarh Muslim University
17	Dhirubhai Ambani Institute of Information & Technology, Gandhinagar	17	Barkatullah University, Bhopal
18	Manipal Institute of Technology, Manipal	18	University of Punjab, Chandigarh
19	NIT, Trichy	19	Allahabad University
20	PSG College of Technology, Coimbatore	20	Amity University, Noida
	ISM, Dhanbad		

The survey was conducted by Zee News, which commissioned it to the world's third-ranked research agency Iqas.



Our commitment to quality in education has been rewarded, yet again. India Today, The Education Times and Zee TV - DNA rank SRM University as India's No. 1 Multiple Stream Private University. Everyday we strive to bring global exposure to our students with cutting-edge curriculum, international faculty and world class facilities at SRM University. We know that when we focus on bringing out the best in our students, we will be known for quality. Because at SRM University quality is a habit and ranking is virtue.



SRM
 UNIVERSITY
 (Under section 3 of UGC Act 1956)

INVENTING THE FUTURE



Reaping All The Glory – Dirt Reaper 2.0

Spectrum Reporter

Team CONRODS from SRM University recently won 'BAJA SAEINDIA 2012' – held at Pithampur near Indore in Madhya Pradesh. The BAJA SAEINDIA is a National Level competition for design, fabrication, testing and racing All-Terrain vehicles manufactured by students. This year the event witnessed a participation of over 244 teams of various engineering colleges from different parts of the nation. There were over 150 judges in the event. Some of the dignitaries present were Dr. Pawan Goenka from Mahindra, Mr. Mahendra Kumbhar from Cummins and others.

In this event, each team's goal is to design and build a prototype of a rugged single seat, off-road recreational four-wheel vehicle. The Team Conrods, official team of SRM University, started with the error analysis of the predecessor – Dirt Reaper 1.0. The softwares used for designing was CATIA, Solid Works, AutoCAD, ProE. While ANSYS was used for analysis, ADAMS was used for vehicle dynamics testing.

The Dirt Reaper 2.0 was designed in two months and was fabricated in five months.

First, the team cleared Virtual BAJA -virtual design validation test which was held in Bangalore. The fabrication and engine assembly were the next major tasks followed by two months of rigorous testing. The main event was four days long. On the First day, the cars were put into static testing in which the engine and general inspection of the cars along with the tilt tests and various other tests for eligibility and scoring were conducted. The second day was about the branding and marketing strategies of the teams and the innovation themes that they had adopted. The third day saw the car being put to dynamic testing where the car had to go through rigorous tests such as manoeuvrability, hill climb, and acceleration tests. Only 72 cars qualified for the final round to be held on the fourth day. Each car had to undergo the endurance test wherein the



cars were driven for four hours continuously with limited number of pit stops. Dirt Reaper 2.0 took only 3 pit stops. The sponsors of this team were Kuka Robotics, I-Pol lubricants, GVK, Harsh International, Rinku Rubbers, TATA Batteries and Continental. The team captain, K.S.Subhash Babu, who has been in the team since 4yrs said, "The team of 24 members along with the Team Principal, Dr.M.Leenus Jesu Martin and Faculty Advisor, Mr.P.Baskaran Sethupathy, have supported and always been concentrating on the event rather than winning. But it turned out that the team's dedication has led to the victory." The driver of the car, Mr.Mohaneesh Pandey was given credits for handling the car efficiently by the team. Three major automobile

companies have approached him owing to his performance in the BAJA SAEINDIA 2012. Team Principal, Dr.M.Leenus Jesu Martin, HOD, Department of Automobile engineering, remarked, "It is not just the current team's hard work but also the previous teams contribution to the progress of the vehicle that has led the current team to victory. Also with the visibility up now, there is a possibility for various automobile companies to approach SRM University for recruitments in the near future" The Team Captain's message to the next team, "Defend the championship, work hard and stay focused". "There is no substitute for hard work" is what Dr.M.Leenus Jesu Martin wishes to say to the upcoming team.

ABHIGYAN'12 - a technical terranova

Spectrum Reporter

SRM University, Vadapalani, Electronics and Communication department association 'ELECTRUM' conducted the National level technical symposium for students, the technical terranova- "ABHIGYAN'12".

The inauguration commenced by invoking the blessings of the almighty and lighting the 'kuthuvillaku', followed by a welcome address by the HoD, Mr.M.Sridhar, Department of ECE. An informative introduction was delivered by an ECE student throwing light on the workshops, technical and non-technical events taking place in the span of two days. The souvenir was released by the chief guest.

"Vision + planning" is the sloka emphasized upon and the informative presentation and versatility of engineering explained by the honourable chief guest, Mr. N. Rangamani, DGM, Maintenance Activities, Indian Airlines, brightened the hopes and opportunities of students to look into their future as engineers in Avionics. The function concluded with vote of thanks by Mrs. Shirly Edward, Asst. Prof (ECE).

ABHIGYAN'12 called for papers covering various areas like Wireless communication,

VLSI and Embedded systems, robotics, nanotechnology, Signal processing and energy conservation. Around 350 papers from various engineering colleges like IITs and NITs came in, out of which 85 papers were selected for presentation. The invited judges were Prof.Helen Prabha (RMD Engg.), Prof. Shreedevi (VIT Engg), Prof. Natarajan (SRM, Kattankulathur) and Prof.Saraswati (SRM University, Kattankulathur).

A field of interest was the project exhibition where 30 projects were registered based on different genres of interest encompassing various departments of engineering and technology.

In gaming, around 350 students registered to dive into the excitement of NFS, Counter Strike, FIFA, Angry birds, and Virtual tennis. Technical workshop on ANDROID was conducted with the help of DKOPLABS, Noida. For new events Hackathon (Micro code programming) and Strategem (circuit debugging) a very appreciable response was inferred, around 75 students participated in both. The fest ended with a valedictory function with the chief Guest, Dr. V. Jagadeesh Kumar, Professor (Department of Electrical Engineering, IIT, Madras) giving away the accolades to the winners.

Team UAV Comes Up With 'Flying' Colors

Trisha Anand

Aravindh AV, Vishnuprasad S, Vignesh C, Sahil Goyal, Shyam S and Satyabrata Satapathy, final year students of Dept. of Instrumentation and Control, successfully designed and fabricated an autonomous Unmanned Aerial Vehicle [UAV] for their final year project. "It is an attempt to integrate a complete Unmanned Aircraft System, i.e. the UAV with a Ground Control Station and a radio link", says Satyabrata

Satapathy. The aircraft flies without an onboard pilot and can be used mainly for surveillance and reconnaissance applications in civil as well as military domains. "The aircraft has an endurance of 30 minutes in air and a range of 15 km. It can be controlled remotely", explains Vignesh. It took the team a year of continuous work to complete the project. They showcased a flight of their UAV recently in the auditorium ground in the presence of Dr. C. Muthamizhchelvan, Director Engineering & Technology, who appreciated their work. The UAV attaining quick height is a beauty to look at in the morning

sky. It has been designed and built completely in-house using COTS components. Talking to Spectrum about the unique features of the air vehicle, Shyam explicates, "It's built on a highly customized platform, is easy to construct and fly, and is compatible for all kinds of mission profiles". The inspiration to build an aircraft in such a short duration came from the interest developed among the students in their core subjects during the course. "We have emphasized on the control optimization of the aircraft by using a non linear PID controller and adaptive gain scheduling. Not more than a couple of Indian educational

institutions have their own UAVs and we are proud to put SRM on the Indian UAV Map", details Aravindh, the team leader.

Some members of the team are all set to present a paper at Avionics, Europe, an international conference to be held in Munich. Team UAV thanked the management and the Dept. of ICE for their support extended during the project.

"The theory was more than boring, but the application part has been very interesting", quips Sahil.



Mr. A. Srinivasan, Vice-President-Knowledge Management and Delivery Excellence Group, Tata Consultancy Services, Chennai, conferring the 'Best Student Award' on K Aiswarya Meenakshi, final year student, Computer Science Engineering of Easwari Engineering College, Chennai. Also seen in the picture are Dr. R. Shivakumar, Chairman of the SRM Group of Institutions (Ramapuram and Trichy campuses), Dr. A. K Pattabiraman, Head Accreditation Process for South India, Tata Consultancy Services, Dr. N. Sethuraman, Registrar, SRM University, Easwari Engineering College, Principal, Dr. Jothi Mohan Balasubramaniam, and Vice Principal, Dr. R. Kathiravan.

TCS best student award conferred on Easwari Engineering College Student

Spectrum Reporter

With a view to attracting young talents, IT major Tata Consultancy Services (TCS) has conferred 'Best Student Award' on K Aiswarya Meenakshi, final year student, Computer Science Engineering of Easwari Engineering College, Chennai, a constituent of the SRM Group of Institutions.

Ms Ishwarya Meenakshi, the final year Computer Science student, was presented with the award by TCS Delivery Excellence Group Vice-President, A. Srinivasan, at a function held at the college campus.

She was selected for the award for her proficiency in academics and all-round excellence in co-curricular and extra-curricular activities.

Speaking after receiving the award, Ishwarya said she was proud to be a product of the Easwari Engineering College and thanked the college management for all the support given to her. She said this recognition would motivate her to win many more such laurels in future.

TCS has accredited 100 Colleges for campus recruitment of the 6,000 Engineering Colleges in India. In Tamil Nadu it has on roll 18 colleges and Easwari Engineering College is one among them.

Dr. A. K Pattabiraman, Head Accreditation Process for South India, Tata Consultancy Services highlighted the process of accreditation by TCS. In the process students are put through rigorous and challenging stages selection. And he said at every stage Easwari Engineering College students emerged outstanding and proved to be one of the best conversion rates during recruitment drives of TCS in the state of Tamil Nadu.

Dr. Pattabiraman said that from next year onwards TCS would bring in qualitative changes by covering branches of engineering, thereby making the award process more stringent besides extending to a vast talent pool of students.

Dr. R. Shivakumar, Chairman of the SRM Group of Institutions (Ramapuram and Trichy campuses) congratulated the awardee and urged the students to emulate her in the years to

come. He lauded Ishwarya for winning the prestigious award and said she had been evaluated in 13 categories for her consistent performance before being selected for the award.

Mr. A. Srinivasan, Vice-President, - Knowledge Management and Delivery Excellence Group, Tata Consultancy Services, Chennai, wanted the students to achieve laurels by putting best efforts in achieving the set goals and urged the students and the faculty members to keep abreast with the innovative technology changes which becomes outdated in a short period. Mr. Srinivasan said that the TCS was looking forward to welcome Ishwarya into the TCS family and said she would be joining the TCS soon.

Dr. N. Sethuraman, Registrar SRM University and Governing Council Member of the Easwari Engineering College offered his felicitations to the awardee.

Earlier Dr. Jothi Mohan Balasubramaniam, Principal of the college welcomed the gathering. College officials and faculty members were present on the occasion.

TCS honours Sushant Gupta

Spectrum Reporter

Tata Consultancy Services, one of the early recruiters at SRM University, this placement season, recently honored Sushant Gupta, a B.Tech final year student at an award function, 'TCS best 100'. The award is given away to 100 best students across 100 colleges chosen from the 6,000 colleges to which TCS goes for recruitments. Among the dignitaries present at the award function attended by over 1,500 students from various disciplines, were Mr. Christopher Hudson, Principal Consultant at Tata Consultancy Services, Mr. A K Pattabiraman, Head, accreditation process for South India, TCS, Dr. M. Ponnaivaikko, Vice Chancellor, SRM University, Dr. Thangaraju, Pro Vice chancellor, SRM University, Dr. TP Ganesan, Pro Vice chancellor, Planning and Development, SRM University, Dr. C. Muthamizhchelvan, Director Engineering & Technology, SRM University, Prof N. Sethuraman, Registrar, SRM University and Prof. S Ganapathy, Placement Dean, SRM University.

Till last year, the award was

restricted to few domains and branches. However, it was opened this year for all the courses and a student from Department of Instrumentation and Control bagged it. Selection of the best student involved choice of one student from every branch. "The basic criteria for selection were 60% for academic excellence, 20% for extracurricular activities and 20% for co curricular activities", explained Mr. A K Pattabiraman. Christopher Hudson mentioned, "We search for students whose quality matches the true leaders. Technical proficiency is important but not sufficient". He emphasized on the significance of presentation skills to excel. Dr. Ponnaivaikko said, "It's the happiest day for us as Sushant Gupta got selected by stringent selection process and TCS rated SRM as an A+ institute. The objective is to motivate students to get such awards." Sushant was given a medal, a certificate of excellence and ₹ 10,000. Speaking to the audience, Sushant said, "It is a good start and I look forward to working in TCS". Speaking to Spectrum, Dr. A Vimala Juliet, HoD, Dept. of ICE said, "Sushant has always been a sincere and disciplined student. He surely deserves the award".

The Project on FSO bags prestigious awards

Spectrum Reporter

The Project "Live Video Streaming Through Free Space Optics" done by N.Priyadarshini, Tamilselvan Dinesh, V.Vijayalakshmi & S.Ethiraj under the guidance of the Assistant Professor Mr.M.Baskaran of Department of ECE of Valliammai Engineering College has won first prize in the Science Day celebrations held at Hotel Le Royal Meridien on 7th March, 2012. There were totally 15 participants shortlisted from more than a hundred proposals.

The basic idea of the project is to transmit information through free space using optical signals. The methods to overcome the

effects of rain in the existing system is proposed in the project work. The results were demonstrated with simulation results obtained using Optisystem Software along with the hardware implementation.

The project work was very well appreciated for its novelty of using wireless optics for data transmission in the hardware project contest (NFSES-2012). Out of 200 participants, 52 were shortlisted. The projects were judged by Dr.K.S.Chari, Chairman of IEEE India SSCS Chapter. The Principal Dr. M. Balasubramaniam of Valliammai Engineering College congratulated the head of the department Professor. Komala James and the project team for their efforts.

BRIEFLY...**Staff Writer**

SRM is known for its excellence not only in academics but also in extracurricular activities. In accordance with it, fifty energetic and enthusiastic students of SRM University, City campus, Vadapalani enrolled in the NSS camp organized at the village "Sundracholavaram" near Thiruverkkadu. The camp was scheduled for a week from 21.02.2012 to 27.02.2012. To kick start the camp, the inauguration took place at the Elementary school. Prof. Ramachandran, NSS coordinator, delivered the welcome speech and the inaugural address was delivered by our honorable Dr.N. Vasudevan, Dean, E&T. The chief guest for the inauguration was the President of the panchayat board of Thiruverkadu. Students from the village school actively participated in the sports and cultural events held on Saturday. The valedictory function was held on the last day of the camp.

A guest lecture was organized by the SRM B School, SRM University, Vadapalani Campus, recently on the topic, 'Nuances of Select Financial Products'. The programme was organized for the MBA students of the campus. The lecture was delivered by Shri S. Gopalakrishnan, who held various positions in the banking sector. He shared his rich and vast experience with the students. He served the Banking Ombudsman for Tamil Nadu and Union Territory of Puducherry. He highlighted the problems in E-banking and discussed how to be safe and cautious in dealing with plastic cards and NEFT. He also requested everyone to be vigilant in order to prevent online frauds and escape from fraudsters.

Take SRM to greater heights, Chairman tells students at cultural fest

Staff Writer

The blossoming of flowers, the chirping of birds, the cool breeze, with the onset of spring, much awaited event RUBAROO-2012, the National Level Cultural Festival was celebrated at the SRM University, NCR Campus. The festival was flagged off by the chief guest Mr. Ravi Pachamoothoo, Chairman of SRM group of institutions and Pro-Chancellor of SRM University, on a high note of inspiration and goodwill.

Rubaroo'12, started with the grand welcome of Chief Guest Shri Ravi Pachamoothoo, Hon'ble Chairman SRM Group & Pro-Chancellor SRM University. The programme began by the felicitation of the dignitaries on the dais and lighting the



The Chairman of SRM Group inaugurating the event

lamp followed by Saraswati Vandana sung by the girls of the Department of Education. The Administrative Officer, Mr. S.Viswanathan welcomed our Chief Guest and the audience which was followed by the Presidential Address given by the Director of the campus, Dr.(Prof) Manoj Kumar Pandey. Mr. Ravi Pachamoothoo in his inaugural address encouraged

the students and faculties of NCR Campus to work hard and take the name and fame of the campus to greater heights. Dr.Ranjana Dubey, Convenor, Rubaroo-2012, proposed the vote of thanks and this was followed by a short cultural programme.

RUBAROO-2012 proved to be a platform for students to portray their talents in all

cultural genres such as gaming, dancing, singing, literature and drama. Not only the students of the campus but RUBAROO-12 witnessed participation of more than 200 students from different colleges.

The events of the first day like Halla Bol, Crazy Doubles, Ho Revo O, Paper Dance, Robust, Albeli Rachna, Flash Me, Cometa Carnival and LAN Gaming were the main points of attraction of students as well as the chief guest.

On the second day, events like Heat on Street, Jhoom Barabar Jhoom, Show Off, Negative, Music Mantra, Vadyaantram, Rap Battle, Six Strings Show Down, Dare to Date, Casino, left a mesmerizing impact on the students and faculties as well.

RUBAROO is one of the most awaited event in the calendar of this campus, since it provides not only a platform for the students but uplifts the self esteems of the students imparting a vibe of generosity.



Participants at the seminar

Emerging Trends in Computer Applications

Staff Writer

The MCA Department of SRM University, Ramapuram, conducted the 2nd National Conference in "Emerging Trends in Computer Applications", recently.

The special address was given by the Controller of Examinations and he stated the importance of presenting papers in the conference. This was followed by Felicitation Address by the Dean of SRM University, Ramapuram, who pointed out that the topics being covered here in the conference provided a pavement for all the participants and students. Vice Principal of SRM University, Ramapuram, said that the major topics discussed in the

conference were extremely being used in the IT sectors in many streams.

The chief guest, Mr. Janakiraman Jayachandran, is a Practice Manager - SaaS/Cloud Computing at Aspire Systems (India) Pvt. Ltd. He heads the SaaS/Cloud Practice at Aspire Systems. He is Instrumental in defining SaaS and Cloud Computing roadmap for Aspire. He plays a key role in propagating the "Producteering" practice, which is an USP of Aspire Systems.

Mr.R.Agusthiyar, Assistant Professor, MCA Department proposed the vote of thanks.

As part of the conference, 77 innovative and technically sound research papers were published in the proceedings.

A multi-cultural forum at Ramapuram

Staff Writer

SRM Architecture Students Association (SASA) formed at SRM Ramapuram, School of Architecture (SRM University, Ramapuram campus) was inaugurated, recently. The association serves as a platform of interaction to bring together the creative minds and work for the society, to bring together students from various cultures together at a common platform and bring about cultural and traditional knowledge exchange.

The function was graced by the presence of eminent architect AR.Sashikanth from Spacescape architects, Prof.G.J.Jeyaraj

and other dignitaries from our college. The function started with the traditional Tamizh Thai Vazhthu by the students, followed by a welcome address.

The dignitaries on the dais lighted the kuthu vilaku and released the logo of the association. An inspiring speech on 'Life of Architects' was given by AR.Sashikanth. Later, Prof.G.J.Jeyaraj gave a special guest lecture on Indo-sarcenic architecture.

This was followed by paper presentation on Green architecture and Traditional values of Madras presented by the students of B.Arch department. The function ended with the vote of thanks and national anthem.



Life support training

Staff Writer

Cardiac arrest can be a first presentation in 1/3 of the patients with coronary artery disease i.e. 1/3 of the patients with heart attack die even before reaching the hospital.

When similar epidemic happened in the West 4 decades ago (In 1970s), they educated all the emergency responders (fire service men) in basic life support. Basic life support is a training which will help you identify the cardiac arrest victim and do all the life support measures like giving cardiac compression, handling the airway, defibrillating (shocking) the heart with Automated External Defibrillator (AED – Machine used for giving shock) in a systematic fashion before reaching the hospital.

By the tremendous effort of Dr. R. Thirumavalavan interacting with the various higher officials in the Government of TamilNadu, Ms. Girija Vaidyanathan, Health secretary to Government of TamilNadu, Mr. Vincent Asokan, DIG of police, Kancheepuram district and our SRM administration Vice chancellor Dr. Ponnaivaiko, Pro Vice chancellor, Dr. Thangaraju, an agreement was made to train all [around 500 people] the fire service personnel in Kancheepuram district in our SRM/STRATUS simulation centre.

SRM/STRATUS centre for medical simulation centre is the largest simulation centre in the country, built in collaboration with Harvard Medical School.

Our first batch of fire service men came for training, recently and the function was inaugurated by our Pro Vice chancellor, Dr. Thangaraju, in the presence of our Respected Dean, Dr. James Pandian and DIG of Police, Mr. Vincent Asokan. All the guests wished this program a great success. Mr. Vincent Asokan promised us to give the data of the impact of this training in the field. All the fire service men who came for training were extremely elated.

This is the first time in our country, a private university has taken up such a service.

Develop new technologies and innovations, students urged

Staff Writer

Ideas may emerge from an individual at any point of time but the execution of the idea emerged matters a lot and this leads to innovation said Dr. V. Bhujanga Rao, Chief Controller of Research and Development, Defence Research and Development, Ministry of Defence, New Delhi. The official inaugurated ‘Innovation Day’ at SRM University in Kattankulathur.

“It is not only that the researchers should work on the innovative technological changes, instead students should also come forward in terms of innovative ideas. Being more transparent, we get more knowledge on innovative ideas. Students are getting involved themselves in most of the government Defence projects too”, Dr. Rao added.

Rao also asked the students

“Students need to be encouraged”

Spectrum Reporter

“Students should understand the conceptual importance of Mathematics, as Mathematics is the heart of science” said Dr. P. Veeramani, Professor, Dept. of Mathematics, IIT, Chennai. He was delivering a special lecture on “Applications of Calculus” as part of Ramanujan @ 125 organized by FRACTAL, the Mathematics Association of SRM University, Ramapuram, recently. Association has also conducted a “Mathematical modeling” competition for the students based on “applications of Mathematics”. Winners of the competition were awarded with prizes during the function. The Vice Principal Dr. L. Antony Michael Raj welcomed the gathering. The Dean Dr. K. Abdul Ghani presided over the function and Mrs. K. Vidya, Asst. Prof. proposed the vote of thanks.



Dr. V. Bhujanga Rao, Chief Controller of Research and Development, Defence Research and Development, Ministry of Defence, New Delhi interacting with students. Also seen are SRM University Vice-Chancellor Dr. M. Ponnaivaikko and Director (Research) Dr. D. Narayana Rao.

to keep observing and catch the patents. There are totally four important technological revolutions taking place. First one was started on the day of discovering the zero, the second was on the day Johannes Gutenberg invented the Printing Press, the third was on the day Cathode ray tube was discovered and finally to be proud it was our generation who made the revolution by means of internet.

“These discoveries are not made without work. We need

much patience, passion towards the goal, commitment and plan” said Rao.

SRM University Vice-Chancellor Dr. M. Ponnaivaikko said, from this year SRM University will announce two awards on innovations, both for students as well as for the research scholars, insisting that the innovations should lead to commercialization and be useful to the community we serve.

Twenty students stepped out with different innovative

projects. For instance, Suman Kumar Dutta, 1 year, Bachelor of Science, SRM University, had done a project on Bio Remediation – Cleaning up nuclear Waste

“Most of the workers died in a nuclear accident that took place at Japan last year. Nobody was able to control the radiation power there for many months. The microbes that I have prepared without any manual effort will fly into the air, decontaminate the environment by breaking the radiation into tiny waste products. Later with the help of manual power we can clear the end waste products” said Suman. Also many new innovative projects on Generation of electricity through sound and using antennas, Developing a 3-D model of entire SRM University, Coconut husk made based construction blocks, and Radical Engines were some of the projects presented by the students of SRM University on Innovation Day.

SRM University, Director (Research), Dr. D. Narayan Rao and Director (E & T) Dr. C. Muthamazhchelvan and several senior university officials were present on the occasion.

Touch the SKY with glory!

“Touch the sky with glory” happens to be the motto of the Indian Air Force and Mugdha Basu Thakur, a second year, B.Tech (Instrumentation and Control) student, Best Cadet among SRM NCC, who was chosen to represent Tamil Nadu at the Republic Day Camp held in New Delhi. Benedict John from Spectrum caught up with her to find out about her experience there. Excerpts...

Q. What exactly is the Republic Day Camp about?

Ans. This camp brings together 17 different NCC directorates representing various states and Union Territories of India. The cadets from these directorates compete in events such as drills, Best Cadet competition, ship and aero modelling, cultural competitions, etc. to ultimately win the Prime Minister’s banner. Also it gives the opportunity to witness the Republic day parade live.

Q. How did you get the



Mugdha Basu Thakur

opportunity to go for this camp?

Ans. I am a part of SRM NCC and had attended various selection camps since August 2011. During these camps 107 cadets were selected to represent Tamil Nadu, Puducherry and Andaman and Nicobar Directorate.

Q. What according to you was the best part of the camp?

Ans. There are too many things to be able to choose one but the experience of interacting with and learning from Officers who have served our country stands out, one in particular being Col G Jagajeeve, the Commander of the Tamil Nadu contingent, who was an exceptional teacher and an inspirational leader. Spending time with such officers has instilled in me a passion to join the Indian Air Force. I also got an opportunity to meet the Prime Minister, Shri A.K Antony, the Defence Minister and the Air Chief Marshal of the Indian Air Force, Shri Arjan Singh.

Q. Now that you are back from the camp, what is ahead?

Ans. I’m looking forward to impart the training I have undergone to my junior cadets at SRM so that they may also be able to make their way to the Republic Day camp, 2013. I am also hoping to attend the YEP (Youth Exchange Program) under which NCC cadets are sent abroad to represent the country.



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

SRM Men's Volleyball Team Creates Record

Spectrum Reporter

SRM University won All India Inter University Volleyball men's championship for the third time in the finals from 2007 to 2012. The team finished runners-up twice. In this championship, SRM University won all the

matches without giving a set to opponent teams, hence creating a record in the All India Inter University championship.

In the league match, SRM beat Poovaranchal University (25/13, 25/16, 25/19), MDS University (25/08, 25/12, 25/17) and GND University (25/15, 25/21, 25/16). In the Quarter

Finals, the SRM Team beat Banaras Hindu University (25 / 08, 25 / 17, 26 / 24) to enter the finals, where they defeated Kurukshetra University with a score of 25 / 13, 25 / 16, 25 / 19. Players Anadaraj, Karthik, Rajkumar, Jerome, Vinith, Dinakaran, Balamurugan and Sabrish in particular enabled to retain the yet title again.

SRM at the All India Premier League

SRM University's Cricket team participated in the All India Premier League held recently in KIIT University, Bhubaneswar.

They scored 133/9 defeating KIIT University who scored 129 runs in 20 overs in the semi finals, making their way

into the finals. Here, they lost to Delhi University who made 113/6 in 18.4 overs while SRM scored 111/9 in 20 overs.

SRM Click Red Bull State Level T 20 Trpohy

SRM University participated in a cricket tournament, recently.

SEMIFINLAS

SRM University Beat Loyola College. Score : SRM 148/9 in 20 over's, (RD Ashwin Kumar – 29, Pradeep Krishna 32, Pradeep Kumar – 29 and S.Ashwin Kumar 27) Loyola college.

Chennai 128/8 in 20 overs) RD Ashwin Kumar – 2/ 19.

Man of the Match: RD Ashwin Kumar, SRM University

FINALS

SRM University Beat Vivekananda College, Chennai Score: Vivekananda 104 All out in 19 .2 overs. (RD Ashwin – 3/17, M. Panchapakesan – 2/11, S.Ashwin Kumar 2/21)

SRM 105 / 5 in 17.4 overs, R.D.Ashwin Kumar – 31 not out, Pradeep Krishna 25 not out and Malolan Rangarajan – 26. Man of the Match: RD Ashwin Kumar, SRM University, SRM University Cricket team from Tamil Nadu, Qualified for All India Inter Collegiate T 20 RED BULL Trophy to be held at Mumbai from 4th to 7th April 2012.



The Chairman of SRM Group and the Director (Sports) Dr. R.Balasubramanian with the winning team members.

SRM battles for “Centenary Trophy”

Spectrum Reporter

The State Level Ball badminton Men and Volleyball Men's Tournament “Centenary Trophy” was held from 17th to 20 March this year. It was organized by St.Joseph's College, Trichy. Here, SRM University defeated Jamal College (25/27, 25/21, 25/21, 25/19), SDAT Hostel (25/13, 25/19, 25/16) and St Joseph's College (25/15, 25/17, 25/12) in the League matches.

Ball badminton Result

SRM University Beat Srirangam Boys Hr. Sec. School Score: 29/10, 29/15

League Result

SRM University Beat BSA Crescent University, Chennai Score: 29/18, 29/10.

SRM University Beat Loyola College, Chennai, Score: 29/15, 29/12

Finals

SRM University (defending Champion) Beat St.Joseph's College, Trichy

Score: 29/18, 29/10

SRM excelled in Open National Level Tennis tournament



Prithvi and Manikandan,

Spectrum Reporter

SRM University's tennis doubles pair, Prithvi and Manikandan, were crowned winners by defeating Irfan Hussain and Viswajith from SNN College with a score of 6-3, 6-4 in the finals of the Open National Level Tennis Tournament, held recently in SSN College itself. They reached the finals by beating Deepak Swaminathan and Anand with a score of 7-5, 6-2.

In the singles, SRM's Prithvi entered the finals by thrashing SSN's Manikandan in the semi finals (1-6, 6-4, 6-4). In the finals, he lost against SNN's Irfan Hussain with a score of 6-7 (7), 3-6.

SRM Shines at South India Level Volleyball Tournament

SRM University triumphed at the South India Level 34th Bishop Vayalil Volleyball Tournament organised by St Thomas College, Kottayam held recently. They beat defending college M.A College with a score of 25/19, 25/11, 25/14 in the finals. They entered the finals by defeating Panimalar Engineering College (22/25, 25/19, 25/17) in the Semi Finals. V. Sathish Kumar and T. Bala Murugan from SRM University were acknowledged as the best attacker and best setter respectively.

TECH TALK

Joel Vasanth

Something new for Nokia... The Lion OS 'charges' Apple users...

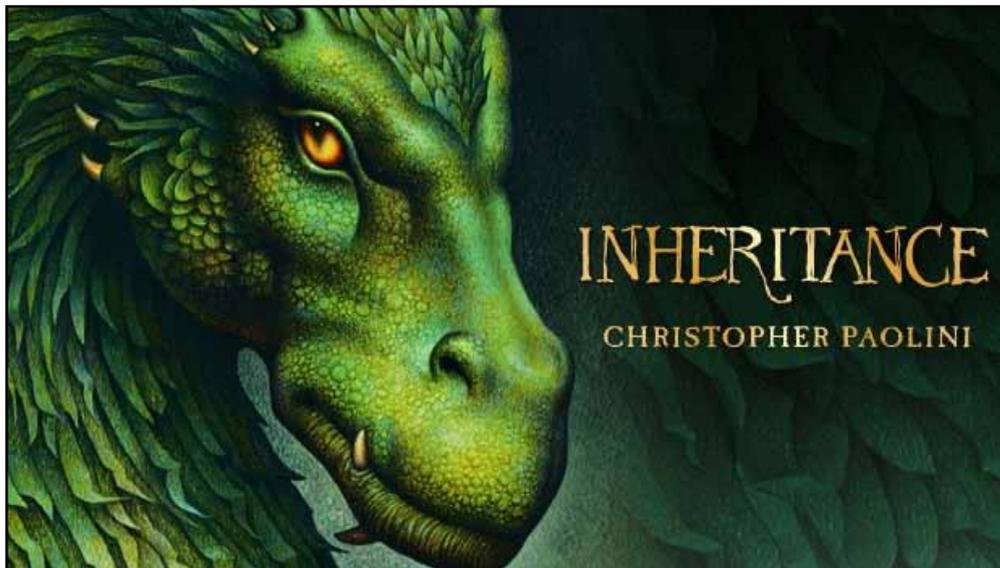
The new Symbian Belle was originally announced on 24th of August, being available for Nokia 603, Nokia 700 and Nokia 701 only. Later, the name was officially changed to Nokia Belle. Now, Nokia Belle can be installed on all Symbian 3 phones.

Nokia Belle adds to Anna improvements with a pull-down status notification bar free-form re-sizable home screen widgets, and six home-screens instead of the previous three. The 'exit' button which was formerly found in the 'options' menu is now replaced by a simple arrow. Switches for wi-fi, mobile data connection and silent mode, for the first time in Nokia, appear in the notifications bar.

Also, the concept of folders is removed from the menu. So all application icons are directly accessible from the menu. However, custom folders can be created. "It makes your phone look more refined and newer, like it's just been bought. And when it comes to speed, it runs many times faster than the Anna", says John, a student of Mechanical Engineering, who is delighted by the new features Belle has to offer.

Apple had introduced its new Lion OS for Macintosh earlier last year. Lion OS comes built in with a variety of new ways to handle running applications and programs. It has 250+ new features such as full-screen apps, Airdrop, Autosave, Lion Recovery, Launchpad, etc. VoiceOver in Lion includes built-in voices that can speak 22 new languages. Contacts in the Address Book are added in-sync with Yahoo-Mail. Changes made anywhere are reflected in both places. Stickies have been introduced to notify yourself more efficiently. Files in the finder can now be displayed in the new stacked cover flow view for easier access. The all new Airdrop is a way to transfer files wirelessly. File-vault is a disc encryption method that adds a code to the entire drive on the mac making it safe and secure for use. OS-X lion has built-in support for full-screen applications and multiple-touch gestures. Launchpad is an interface that enables for easy managements of apps and widget. Finally, amongst the numerous features, apple lion OS most importantly includes a built-in set of tools for repairing your Mac in the Recovery HD, a new feature that lets you repair disks or reinstall OS X Lion without a physical disc.

BOOK REVIEW



Inheritance by Christopher Paolini. Courtesy: randomhouse.com

Inheritance

Lavanya Durai Nayakar

Inheritance is the fourth book of what was intended to be the Inheritance "Trilogy" by Christopher Paolini. Paolini split the third installment into two parts as the story line was too complex to be accommodated in a single part.

The protagonist of the book, Eragon, is a commoner who grows up in a village called Carvahall situated in the great land of Alagaesia with his Uncle Garrow and cousin Roran. His world turns upside down when a dragon egg hatches for him thus making him a legendary Dragon Rider. The Dragon Riders were a result of an ancient pact between elves and dragons to end the long drawn war between the two races. Humans were later added to the pact thus

enabling them in becoming dragon riders as well. The Riders maintained peace within the kingdom and under their rule Alagaesia witnessed the most prosperous period in its history. Until the evil Galbatorix came along, slaying all the existing Riders by way of deceit and skullduggery and took over Alagaesia as its king. Now the task falls to Eragon and his blue dragon, Saphira, to save the dragon race and overthrow the evil king. The series talks about Eragon's journey, how he meets likely and unlikely allies throughout the empire and how he goes about the task that destiny thrust upon him.

The fourth book provides answers to all the questions the readers have been asking since the release of the third book, but in a unimagative

way. Most of the suspense built up over the three books have a very predictable denouement. The writing at times betrays the immaturity of the author and the scenes depicted remind us of old Cartoon Network cartoons like Galtar. The love story of Eragon and Arya, the elf princess, has also been handled very tastefully. The strongest point of the book, though, is the final battle in the capital of Uru'baen, the depiction of the elves' fighting in particular manages to give a few goose bumps and the face-off between Galbatorix and Eragon et al. is also vividly portrayed. All in all, the book makes for racy read with hardly a dull moment. It fails to match up to the first two books of the series but is a much better literary work than the third instalment.

TRENDZ...

On a formal note...

Shruti Iyer

This March, SRM saw a rise in two things - the temperature and its style quotient. While the former needs no explanation, the latter is due to students donning an uber cool yet classy look by going all 'formal'.

What began as preparation for mock interviews in Personality Development (PD) class carried

on to the SRMUMUN and saw students experiment with two extremes when it came to adopting the formal look. For PD, while the boys decided to keep it simple with well ironed (yes, for once!) shirts and trousers, the girls embraced Indian formals to the 'T' with cotton salwar-kameez complete with a dupatta. Says, Mrs. T. Mythili, Head, Career Guidance Cell, 'Companies have a strict dress code and when our students go for

interviews we don't want them to miss out on an opportunity because they overlooked a small detail in their dressing.'

SRMUMUN on the other hand, gave students a chance to 'Suit Up'. Boys became men, with their crisp trousers, blazers, ties and shined-to-perfection shoes. Some even took it a notch higher and added to their attire cufflinks, while some others decided to stand out and go for the less common

hues of beige or light grey. The ladies explored their range of formals from pant-suits to skirts to dresses, with the latter being the fairly common choice this time around. Dresses coupled with jackets and topped off with stilettos, peep toes, kittens or T-straps became the talk of the town on campus. A student delegate elaborates, 'I guess the reason you find the delegates appearing in their 'Sunday suits', so to say, is because it

helps give intensity to their role.'

Amidst the sea of mundane t-shirts and kurtis, this summer fever has surely caught the eye and to a mere spectator, the air of professionalism is a welcome change. Another student sums it all up by saying, 'When you look the part, it adds to the confidence and shows how serious we are.' Noted. Move over casuals, the formals are here and they mean business!

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