Reaching out to the needy...

Touching Cuddalore... the SRM Way!

Keeping in mind the trail of devastation left behind by cyclone Thane in parts of Tamil Nadu, the SRM Group of Institutions led by Founder-Chancellor Dr. T.R. Pachamuthu , took the natural decision to reach out to the people of Cuddalore in their time of need.

Our Page one picture shows the Chairman of the SRM Group, Mr. P. Ravi, handing over a cheque of ₹50 Lakhs to the Chief Minister of Tamil Nadu, Dr. J. Jayalalithaa, towards the Chief Minister's Relief Fund.

The Chancellor of SRM University (extreme right) interacting with the invited guest and students.

Quality assurance and testing is a continuous process says TCS Top Executive

Mark Nathan

A one-day workshop on 'Assurance as Career Option' was organized by the India's largest campus recruiter, Tata Consultancy Services (TCS), for the first time in the country.

The workshop was organized in association with the Valliammai Engineering College of the SRM Group of Institutions at its campus in suburban Kattankulathur.

Inaugurating the workshop, TCS Vice-President and Global Head, Assurance Service Unit, Sivaganesan said Quality Assurance was a coding and developing programme. Disagreeing with the notion that the Quality Assurance field was a back-end job and not attractive, he said this was the only field that would not be affected by any form of recession. ''Quality assurance and testing is a continuous process. It being spoken about on a daily basis and there will be no compromise on quality assurance and testing by the companies''. ''If a company has to build brand and retain it, quality assurance is a must. It is a continuous and never-ending process'', he said. "But it takes no time to lose them if we did not adhere to quality assurance'', He said there was ample scope for students and the country needs more professionals in this field. Mr. K. Ganesan, V.P – Human Resources, Global Head for Talent Acquisition / Integration and Academic Interface Program and SRM Chancellor Dr. T R Pachamuthu spoke on the occasion.

Road Safety Week Celebrated

By Simran Jha and Sannihita Reddy

SRM University organized the 23rd Road Safety Awareness Week from 1st Jan to 7th Jan. The event was held in the MBA. Seminar Hall. Mr. Chellappa, the Chief Guest for the occasion encouraged students not to use mobile phones while driving and not drink and drive. Prizes were also distributed to those students who gave presentations on road safety.

Easwari-NI Systems ink MoU

Spectrum Reporter

The Department of Electronics and Instrumentation Engineering of Easwari Engineering College inked a Memorandum of Understanding with NI Systems (INDIA) Pvt. Ltd., on 5th January, 2012. The Chairman, SRM Group of Institutions, Ramapuram and Trichy Campus, Dr. R. Shivakumar, signed on behalf of Easwari Engineering College with Mr. S. Dhanapal, Academic Manager of NI Systems (INDIA) Pvt. Ltd.,

HoDs and professors of all the departments were present for the function. The Principal, Dr.Jothi Mohan Balasubramaniam, welcomed the gathering and listed out the prospective benefits to the students, faculty, institution and the industry through such MoUs. Dr.N.S. Bhuvaneswari, Head of the Department, Electronics and Instrumentation Engineering, elaborated on the activities to be carried out between the company and the college.

"Quality fruitful interaction between institute and industry is the need of the hour" said

Dr. R.Shivakumar after signing the MoU

"Quality fruitful interaction between institute and industry is the need of the hour"-Dr. R. Shivakumar,

Dr. R. Shivakumar, Chairman, Ramapuram campus. "MoUs are win-win partnerships which not only have a strong bearing on curriculum leading to industrial exposure and subsequent placements for students, but also on industries by enabling them to face stiff competitions by drawing manpower from the institutions. This MoU is one such affirmation of the progressive journey of cooperation between industry and educational institute" he added. He expressed his happiness over this industry-institute collaboration which would benefit the society at large.

Mr.S. Dhanapal, Academic Manager, NI SYSTEMS and Dr. Sethu Raman, Registrar, SRM University, offered felicitations.

"Explore and experiment the unknown," says Sadhguru

Esther and Anusha Ranganadhan

'In conversation with Sadhguru', an event held at the T.P Ganesan Auditorium, SRM University on 4th January, 2012, provided an opportunity to the students to put forward their doubts and queries regarding everything from life to death.

Sadhguru, is a yogi, visionary humanitarian and a prominent spiritual leader. He has spoken at some of the world's prominent international events including the World Economic Forum, held during 2006 and 2007, the Australian Leadership Retreat, to name a few. His immense knowledge about life and his excellent speaking ability has earned him much popularity around the globe, irrespective of religion, age or culture.

He encouraged students to explore and experiment the unknown in greater ways. "Science is not to be believed, but to be experimented. Science and belief are two different things", Sadhguru said, while answering student's questions. Talking about listening ability, he said, "When a teacher teaches the lessons, he or she is just making sounds, but I realized that I'm the one who is creating the meaning for those sounds in my mind", he said.

A video presentation on Isha, founded by Sadhguru was screened during the session. A volunteer-run, international nonprofit organization dedicated to cultivating human potential, Isha foundation is being operated by over 2 million volunteers from more than 150 city based centers spread worldwide. It implements several service projects to the people including education for rural and tribal children and social development.

Speaking on afterlife, during the interactive session, he remarked, "Certain things will be best known when experienced. The source of creation is to be explored, and not to be imagined". He added "The more you accept that you do not know, the more you will be open to know and learn. This will create a longing to seek, explore and experiment".

SRM BAJA and Conrods team @ APAC

Anup Saboo
Aditya Dabral

Showcasing their products and cars more than 100 companies and manufacturers of parts participated at the 16th Asia Pacific Automotive Engineering Conference (APAC 16), an event in which SRM University was one of the Platinum sponsors` This event was conducted with an eye to achieve one goal - safer, smarter and greener mobility.

The SRM BAJA Team-The Conrods represented SRM University by displaying their car "The Dirt Reamer", whereas on behalf of Supra Sae, the Camber Racing team showed off their car "LJM 01". The LJM 01 is powered by a Maruti Suzuki 800cc Euro 3 engine with handcrafted fiberglass body. The fabrication is done keeping driver safety as prime importance.

Dr. Pawan Goenka -President of Automotive and Farm Equipment Sector Mahindra Ltd spoke highly about SRM University and the Conrods team stressing that Conrods was the team with the lightest vehicle on the track in last year's competition.

Dr. Venu Srinivasan, Chairman and Managing Director, TVS Motors paid a visit to the stall. He complimented the students on their vehicle design and techniques to curb the weight of the vehicle. He was very

happy to see young talent doing complex designing work with such precision.

Held at the Chennai Trade Centre APAC'16 conference was on for three days. Research

Scholars from all over the world presented their work and were given accolades at the

Conrods was the team with the lightest vehicle on the track in last year's competition

valediction. The topics under discussion were- pollution control, alternate fuels, the growth of electric vehicles, fuel injection systems etc.

The event also saw the participation of Dr. David Schutt, CEO of SAE International, Mr.Seshasayee, Executive Vice President of Ashok Leyland, and Mr. Joachim Nell, Director of Continental Technology Centre.

The Conrods all set to conquer...

Vishwanath S

SRM University's official SAE BAJA team, 'The Conrods Off-Road Racing' is all set to participate in the SAE BAJA 2012 race to be held at Pithampur, Madhya Pradesh from the 17th of February. The competition requires the students to design and fabricate an All-Terrain Vehicle over the span of a year and then compete on the track near Indore.

This event includes various tests including Hill Climbing, Brake Test, Acceleration Test, Manoeuvrability and a four hour Endurance race.

SRM University has been participating for the last 5 years as 'The Conrods'. Last year the team ended 14th overall and won the 'Go Green' theme award. This year's vehicle is a front steering rear wheel

drive, powered by a Briggs & Stratton engine. It features an independent suspension system and a 410 degree lock to lock steering. The new vehicle has been made lighter than the previous year's ATV which was the lightest all over India. The ATV also includes features such as GPS Navigation, Automatic Fire Extinguisher and Driver-to-Pit Communication System.

"The team is thankful to Leenus J. Martin, HoD, Automobile Engineering, P. Baskara Sethupathi, the Faculty Advisor for all the facilities provided and the sponsors GVK, Tata Batteries, IPOL, Kuka Robotics and Indian Oil for their incessant belief and support", said team captain Subhash Babu, a 4th year Automobile Engineering student.

New frontiers in Biotech Industries

Amrutha Murali and
Lavanya Durai

The inauguration of the annual activities of the Biotech Association was held recently. Dr. M. Ponnavaikko, Vice-Chancellor, SRM University, Dr. M. Vairamani, Dean (Bioengineering), Dr. S. Meignanalakshmi, HoD. (Biotechnology) were greeted by Mr. R. Niranjan, Student President of the Biotech Association.

Dr. M. Ponnavaikko welcomed the Chief guests. Mr. Narayan Suresh, Group Editor of Technology Review India & BioSpectrum from Bengaluru and Dr. Anil Kush, President of Vittal Mallya Research Foundation also from Bengaluru graced the event with their presence. Dr. Kush is also a part of SRM

University's Corporate Advisory Board. The ceremonial lamp was lit by the chief guests.

Mr. Suresh delivered a talk to the student gathering on the new frontier opportunities available in the biotech industry. He mentioned the current trends of the industry such as genetically-engineered crops, interface with IT that has increased efficiency of bio processes. During an interactive session with students he was asked about the demand for experienced biotechnologists in nearly every company. "The tycoons of the industry like Biocon can afford to take on raw human resource and train them but smaller firms cannot," he replied.

Dr. Anil Kush's presentation was about the tangible and

intangible future of Biotech. He discussed the basics of Bio-Agri industry, health care, stem cell research and the latest developments in virtual screening of protein molecules by means of serial docking. He also mentioned the possibility of an energy crisis and measures which can help stall it. The vote of thanks was delivered by Mr. Balaji, Student Vice President (Biotech Association).

The Biotech Association hopes to generate interest in the field of Life Science Research by inviting experts to deliver guest lectures. The students would be introduced to opportunities in the world of biotechnology research and inculcate entrepreneurial skills in the biotech industry.

The Vice President and Chancellor with the cadets.

Easwari NCC cadets bag top honours!

Staff Writer

NCC cadets of Easwari Engineering College attended Combined Annual Training Camp (CATC) at Vel Tech Multi Tech College, Avadi. Students of EEC made a mark by winning prizes: Aishwarya Chakravarthy of III EEE won the Gold Medal and a group of eight members won Silver Medal. Our cadets have been selected for the Republic Day Parade 2012 at Marina and Republic Day Parade 2013 at New Delhi. Dr. T. R. Pachamuthu, Founder Chancellor, SRM Group of Institutions and Dr. R. Shivakumar, Chairman-Ramapuram Campus felicitated the winners.

Channel V Indiafest Comes To SRM

Soaham Datta

SRM University opened its gates to Channel V Indiafest, a one of a kind cultural festival undoubtedly India's largest youth initiative and with 30 individual events drawing the largest college talent pool across the country. SRM bagged the opportunity of hosting the Chennai zonals of this grandiose event which was pioneered by a handful of SRM students, appointed as campus managers by Channel V. They ensured a smooth communication with the college and helped in encapsulating all clubs and societies to get in touch with Channel V.

Enthusiasm of the crowd reached fever pitch levels at the commencement of Launchpad, as music lovers headbanged to semi-pro metal and rock bands. A rather skewed debate ensued on 'Indian women who don't

Enthusiastic students of SRM University

wax' at the JAM session while the best dancers and dance groups were handpicked from Footloose and Joga Bonito Street League respectively. But clearly the highlight of the fest was the Nokia Ramp-Age where swarms of students were milling into

the grounds to catch a glimpse of the best dressed and trendy college teams on campus.

The event kicked off early in the morning and saw a footfall of about 2,000. A very healthy competition ensued throughout the day as many colleges made

their mark on the winner's list. SRM students commendably dominated the oratory scene with Zeuben and Mirza Mohammed Ali Khan grabbing the top slots at the JAM session and the latter and Dhananjay Sharma following suit at 'My Worthy

Opponent,' the debating event. Other noteworthy performances by SRM students include Nishant Bimal Kumar and Bharath R who were selected for the finals in Goa for Popstars and Nokia GenQ event respectively.

Over 1,500 participants from reputed colleges and universities like Madras Institute of Technology, Loyola College, Ethiraj College for Women, NIFT, The New College and Hindustan University contested along with SRM students for a coveted place in the final which is to be held in Goa.

The Indiafest zonals concluded spectacularly with Mumbai and Chennai bands Reverse Polarity and Molotov Cocktail performing at the auditorium grounds to a cheering crowd of more than one thousand students.

தமிழ்க் கணினிமொழியியல்-பயிலரங்கத் தொடக்கவிழா

தமிழ்மொழிக்கெனப் பல்வேறு நிலைகளில் ஆக்கப் பணிகளைச் செய்வதற்காகத் தமிழ்ப்பேராயம் - Thamizh Academy எனும் அமைப்பினைத் திரு. இராமசாமி நினைவுப் பல்கலைக்கழகம் (SRM University) உருவாக்கியுள்ளது. இதன் ஒரு துறையான கணினித்தமிழ்க் கல்வித் துறையானது (Computational Tamil Studies) கணினித்தமிழ்ச் சான்றிதழ்ப் பயிற்சி வகுப்புகள் நடத்துதல், தமிழ் மென்மங்கள் உருவாக்குதல், பிறர் உருவாக்கும் தமிழ் மென்மங்களை மக்கள் பயன்பாட்டிற்கு எடுத்துச்செல்லல், மாணவர்களும் ஆய்வாளர்களும் பட்டப்படிப்புகளிலும் ஆய்வுநிலைகளிலும் செய்கிற திட்டங்களைக்(Project) கணினித்தமிழில் செய்வதற்குரிய வசதிகளையும் வழிகாட்டுதல்களையும் வழங்குதல் போன்றவற்றை முதன்மைப் பணிகளாகக்கொண்டு செயல்பட்டுவருகிறது.

இந் நிலையில் கணினித்தமிழ்த் துறையில் மிகுதியான மனிதவளங்களை உருவாக்கும் சீரிய நோக்கத்தோடு SRM பல்கலைக்கழகத் தமிழ்ப்பேராயம் இந்திய மொழித் தரவுத்தொகுப்புச் சேர்த்தியத்துடன் - Linguistics Data Consortium for Indian Languages (LDC - IL) இணைந்து தமிழ்க் கணினிமொழியியல் (Tamil Computational Linguistics) எனும் பயிலரங்கினை 20.01.2012 முதல் 30.01.2012 வரை 11 நாட்கள் சென்னை SRM பல்கலைக்கழக வளாகத்தில் நடத்தியது. இதன் தொடக்கவிழா 20.01.2012 வெள்ளிக்கிழமையன்று காலை 10 மணியளவில் நடைபெற்றது.

கணினித்தமிழ்க் கல்வித் துறையின் ஒருங்கிணைப்பாளர் திரு. இல.சுந்தரம் அவர்கள்

வரவேற்புரையாற்றினார். கணினித்தமிழ்க் கல்வித் துறையின் சிறப்புநிலைப் பேராசிரியர் முனைவர் ந. தெய்வசுந்தரம் அவர்கள் பயிலரங்கம் பற்றிய அறிமுக உரையில் 'அறிவியல்பூர்வமாகக் கணிதஅடிப்படையில் அணுகினால்தான் தமிழுக்கான மென்பொருள்களை உருவாக்கமுடியும்' என்று கூறினார்.

SRM பல்கலைக்கழகத் துணைவேந்தரும் தமிழ்ப்பேராயத்தின் தலைவருமான முனைவர் மு. பொன்னவைக்கோ அவர்கள் விழாவிற்குத் தலைமையேற்றார். அவர்தம் உரையில் 'ஆங்கிலம் வணிக மொழியாக இருந்ததால்தான் உலகெங்கிலும் வேகமாகப் பரவியது. கணினி மென்பொருள் உருவாக்கத்திலும் முதன்மை பெற்றது. எனவே, தமிழும் வணிக மொழியாக, தமிழ் மக்களின் பயன்பாட்டு மொழியாக மாறினால்தான் மிகுந்த வளர்ச்சியை எட்டும்' என்றார்.

தமிழக அரசின் பணியாளர் மற்றும் நிர்வாகச் சீர்திருத்தத்துறையின் முதன்மைச் செயலர் திரு. ம. குற்றாலிங்கம் இ.ஆ.ப.

தமிழ்க் கணினிமொழியியல் பயிலரங்கத் தொடக்கவிழாவில் (இடமிருந்து) இல.சுந்தரம், மணி.மணிவண்ணன், ம.குற்றாலிங்கம், இ.ஆ.ப, துணைவேந்தர் மு.பொன்னவைக்கோ, எல்.இராமமூர்த்தி, ந.தெய்வசுந்தரம், ம.ஆண்டோ பீட்டர், மற்றும் கோ.பாக்கியவதி ரவி ஆகியோர் உள்ளனர்.

அவர்கள் விழாவை தொடங்கிவைத்து, 'இது போன்ற பயிலரங்குகளில் கல்வியாளர்கள் பங்குகொண்டு தமிழ் மென்பொருள் வளர்ச்சியில் ஈடுபட்டால்தான் தமிழ் மென்பொருள் வளர்ச்சிபெறும். இதற்குத் தமிழக அரசின் சார்பாக பல்வேறு பங்களிப்புகளைச் செய்ய முடியும்' என்று சிறப்புரையாற்றினார்.

இந்திய மொழிகளின் நடுவண் நிறுவன மொழித் தரவுத்தொகுப்புச் சேர்த்தியத்தின் தலைவர் முனைவர் எல். இராமமூர்த்தி அவர்கள் பயிலரங்கம் நடைபெறுவதற்கான மையக் கருத்துரையையும் தாங்கள் செய்துகொண்டிருக்கும் பணிகளையும் தமிழ்மென்பொருள் வளர்ச்சிக்குச் செய்யவேண்டிய பணிகளையும் விளக்கினார்.

உத்தமத்தின் தலைவர் திரு. மணி. மணிவண்ணன் அவர்களும் கணித்தமிழ்ச் சங்கத்தின் தலைவர் திரு. மா. ஆண்டோ பீட்டர் அவர்களும் பயிலரங்கத்தின் சிறப்புக்களைக் கூறி, பயிலரங்கம் அதன் நோக்கத்தை நிறைவேற்றும் என்று

வாழ்த்தினர்.

தமிழ்ப்பேராயத்தின் ஒருங்கிணைப்பாளர் முனைவர் கோ. பாக்கியவதி ரவி அவர்கள் நன்றியுரை வழங்கினார். துணைப்பேராசிரியர் முனைவர் க. சுந்தரபாண்டியன் அவர்கள் நிகழ்ச்சியைத் தொகுத்து வழங்கினார்.

பயிலரங்கில், மொழி (Language), மொழியியல் (Linguistics), மொழித் தொழில்நுட்பம் (Language Technology), ஒலியியல் (Phonetics), பேச்சொலியியல் (Acoustic Phonetics), பேச்சுத் தொழில்நுட்பம் (Speech Technology), கணினித்தமிழ் (Tamil Computing), இணையத்தமிழ் (Internet Tamil), கணினிமொழியியல் (Computational Linguistics), கணினிப்பொறியியல் (Computer Engineering) எனப் பல்வேறு துறைகளில் தோய்ந்த 30 வல்லுநர்கள் பயிற்சியளித்தனர்.

இந்தப் பயிலரங்கில், தமிழ், ஆங்கிலம், மொழியியல், புள்ளியியல், தகவலியல், கணினியியல், கணினிப்பொறியியல், கணினிப் பயன்பாட்டியல் துறைகளைச் சார்ந்த கல்லூரி, பல்கலைக்கழகப் பேராசிரியர்கள், முனைவர் பட்ட ஆய்வாளர்கள், மொழியியல் ஆய்வாளர்கள் மற்றும் ஆர்வலர்கள் என 100-க்கும் மேற்பட்ட பங்கேற்பாளர்கள் தமிழ்நாடு, புதுச்சேரி, ஆந்திரம், டெல்லி ஆகிய மாநிலங்களிலிருந்தும் இலங்கை, மலேசியா முதலான நாடுகளிலிருந்தும் கலந்துகொண்டு பயிற்சிபெற்றனர்.

Cultural and Sports Meet: UTKARSH'11

**Sneha Sankar and
Prerana Agarwal**

UTKARSH'11, the Cultural & Sports Meet of SRM University, Delhi NCR Campus, Ghaziabad, was an innovative meet spanning 5 days. It was initiated by the Department of Education, SRM University. "UTKARSH" means higher level of excellence.

The meet was headed by Faculty Co-ordinators Dr. Naresh Pratap, Dr. Geetika Agrawal, M` Anita Rai and Ms. M. Poorani under the valuable guidance of Dr. Manju Singh, Head, Dept. of Education. The core committee consisted of 24 students both from M. Ed and B. Ed. courses.

The welcome address was proposed by Mr. Sanjay Viswanathan, AO. Following this, our honorable Director, Dr. (Prof.) Manoj Kr. Pandey, SRM University presided over the function and in his presidential address, he highlighted the need of integrated Sports & Cultural meet and how it helps to sharpen and enhance the natural instincts of the students. The inaugural ceremony came to an end with the vote of thanks given by Dr. Rakesh Rai.

As many as 13 cultural and 18 sports events were conducted, including Debate, Play, Athletics, Kho-Kho, Volleyball, Cricket, Chess, Carrom, Solo & Group Dance, Handicraft Activities, Cooking Competition, etc.

The valediction session had the honored presence of our Chief Guest Shri Vidya Bhushan (IAS), SDM, Modinagar. The welcome address was given by Mr. Sanjay Viswanathan. Following this, our Students' Core Committee Member, Mr. Yogesh Pandey accounted the event. Subsequently, awarding of Trophies & Certificates to the winners of various events took place. To bring enthusiasm among the gathering various cultural programs were also arranged in between the award distribution.

The Chief Guest in his special address to the gathering said that the cultural program presented by Education Department of SRM University was the best among the cultural events he had come across among 20 states. He motivated the students to be dedicated, passionate, intelligent and hard working in order to achieve success in their lives. The vote of thanks was given by Dr. Manju Singh, Head, Dept. of Education.

UTKARSH'11 was a huge success gaining the attention of intellectual mass and proving yet again why SRM UNIVERSITY, DELHI-NCR CAPMUS is so highly reputed. It was all possible only because of the Guidance and direction of our Dean and AO.
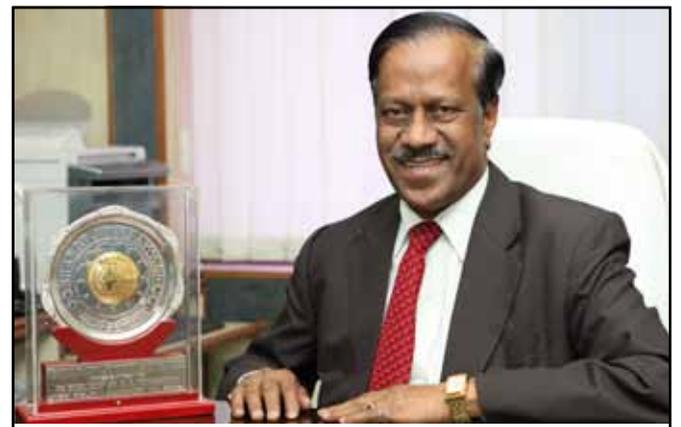
Bharat Jyoti Award for SRM VC

Staff Writer

The Vice-Chancellor of SRM University, Dr.M.Ponnavaikko, has been awarded the prestigious Bharat Jyoti Award, Certificate of Excellence, of the India International Friendship Society for his Meritorious Services, Outstanding Performances and Remarkable Role. The Award was given by Mr. Rajeev Shukla, Minister of State for Parliamentary Affairs in the presence of Dr.Bhishma Narain Singh, former Governor of TamilNadu and Assam, during the Global Friendship Day celebration held on 11th January 2012 at Winsor Palace, Janpath, New Delhi.

The India International Friendship Society is one of India's leading voluntary organization that strongly advocates economic growth and national integration. The Society also plays a vital role in forging friendships between individuals, corporates, regions, religions and nations for peace, progress and prosperity of the global community.

Some of the past recipients of Bharat Jyoti Awards include Mother Teresa, former Vice President B.D. Jatti, Governors like Justice M Fatima Beevi and Gen G.V. Krishna Rao.

On Yoga, Meditation And Pursuit Of Happiness

Staff writer

"Yoga means union of individual self and universal self". Yoga, systematically deals with all the levels of one's being, striving to experience the eternal center of consciousness. Meditation, contemplation, mantra and prayer finally converge into a unified force directed towards the final stage, piercing the pearl of wisdom. The goal of our yoga practices leads everyone to the highest joy that comes from the realization in direct experience of the center of consciousness.

The mission of this programme at SRM University, Vadapalani was to realize the art of life. This development programme for the faculties has been envisioned to explore the blend of yoga and meditation which will lead every individual to attain the pursuit of happiness in life.

A two day workshop on yoga and meditation for the faculty was organized recently. The programme was inaugurated by Dr.Vasudevan (Dean E&T). Mr.S.Cristopher Amaladass, Asst. Professor / EFL Department, rendered a warm welcome to the august gathering. During the felicitation of the chief guest, Dr.A.S.Ashok Kumar (yoga therapist), the campus director, emphasized all the faculty to practice yoga and meditation regularly. He suggested that one should attain the knowledge of yoga and meditation practices to enrich their experience and to share with the society. The Dean (E &T), Dr.Vasudevan honoured the chief Guest Dr.A.S.Ashok Kumar, Yoga Therapist, with a shawl as a mark of respect. The chief Guest also gave a live demo on asanas and made all the members to practice after his demo and clarified the doubts.

Rise of Indian Brands

Staff Writer

SRM B School of SRM University, Vadapalani, organised a two-day National Seminar on the Rise of Indian Brands recently. The Chief Guest for the inaugural day was Prof. Tapan Kumar Panda, Brand Consultant and Kotler-Sreenivasan, Chair Professor of Marketing, GLIM. They spoke on brand strategies of many leading brands of India, viz., Nirma, LG, Bajaj Pulsar, Amul etc. The Guest of Honour, Mr. K. Subramanian, CEO, Audi-Chennai & Bangalore, addressed the audience with a speech focusing on Indian Brands. Prof. N. Vasudevan, Dean - Engineeering and Technology, SRM University, Vadapalani Campus delivered the welcome address and Prof. Jayshree Suresh, Dean, School of Management, SRM University, delivered the Presidential Address.

Dr. Shanthi Venkatesh, Co-ordinator of the Seminar said in her report that the two-day event witnessed paper presentations from academicians and students from across India.

The seminar invited a total of 63 research papers, focusing on four broad themes: FMCG Brands, Services Brands, Retail Brands and Technology Brands. Topics like Brand Revitalisation, B-School Branding, CRM for effective Branding, CSR as a tool for Branding and Brand Archetypes were addressed.

The Proceedings of the Seminar were released as a book. The event came to a close with the Valedictory Ceremony. Prof. T.P. Nagesh Convenor of the Seminar and HoD, SRM B School, delivered the welcome address. He emphasised the need for understanding the financial implications of a Brand. The Valedictory Address was delivered by M` Manjula Rangarajan, Financial Advisor, Indian Railways.

Dr. Jayashree Suresh with the invited guests at the function.

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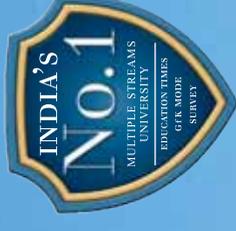
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PROGRAMS OFFERED

SRM Entrance Examination (SRMEE 2012)

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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

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.

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CAMPUSES: CHENNAI | DELHI

Special clinics on mental health opened

Dr. Joseph Zohar lighting the traditional lamp

Spectrum Reporter

SRM Medical College Hospital and Research Centre has opened speciality clinics on Mental Health at its campus in Kaatankulathur. Inaugurating the special clinics

Dr Josehp Zohar, President of the European College of Neuropsychopharmocology, Tel Aviv University, Israel said the subjective component of Quality of life is entirely based on mental health. The pros

and cons of Globalization and Migration have brought about insecurity and uncertainty in common man. Lifestyle is usually influenced by Industrialization, Technology and communication. When these developments and changes occur very rapidly, it is extremely stressful for humankind to cope and adapt with such rapid transitions which always leads to competitive spirit and a sense of urgency. These two factors play a very important role and produce an enormous amount of stress in everybody's life Dr. Zohar maintained. The following are the most important disorders with high morbidity: Addictive disorders, Obsessive Compulsive Disorder (OCD) and Sexual and Marital problems. These problems were present only in cities and urban areas but it is

now a universal phenomenon. Even in rural and semi urban areas, people are found to be suffering from this. So, more number of mental health centers are needed to cater to the needs of the Society especially in the semi urban and rural areas.

Keeping all these facts and figures in mind, SRM University has decided to establish Special Clinics to cater to the needs of the needy people. Psychiatry and Mental Health has to reach the unreached. With this motto, the Department of Psychiatry attached to SRM Medical College Hospital and Research Centre which is a Post Graduate Institution has decided to establish three Special Clinics in the Department of Psychiatry to serve the community at large. A team of international experts are visiting faculties in the Psychiatry department of the SRM University.

Inducting the visiting faculties Dr M Ponnavaikko Vice chancellor of the University expressed satisfaction regarding the kind of treatment being given to the mental health patients.

Best Professor Award

Dr. Jayashree Suresh

Spectrum Reporter

Dr. Jayashree Suresh, Dean, School of Management, SRM University has been awarded "Best Professor in Marketing Management", the second Asia's Best B-School Award for her exemplary contribution in the field of marketing. The Management of SRM University congratulates her achievements, takes on record her meritorious services rendered in the field of Management and expects her continuous enthusiasm in the years to come.

CSR- Super Brain Contest Award Winner

Spectrum Reporter

From an unassuming timid fresher to a confident class topper in the sixth semester! This would be the dream of any student. Well, this consummate transformation is what is tangibly apparent in Ms. Ramaa Balasubramaniann, final year EIE student of Easwari Engineering College. She has won Ms. Intellectual Award in CSR – Super Brain Youth Contest 2012. "The Role of Media in our Society", an essay penned by her and published in the February 2012 issue of The Competition Success Review has fetched her, this prestigious award. Her essay focuses on the advantages and disadvantages of different media and concludes with a strong note that it is in the hands of the humans to grasp what is right and required and be careful about not letting it have a negative influence. Responding to a question about winning the award, "Winning always is, a special feeling! I felt blessed" said Ramaa cheerfully. "My family has always encouraged and pushed me to do my best. That kind of positive parental pressure really helped. This award is a big boost for me and has increased my confidence by

multiple folds. Now, I realize and strongly believe that if one is sincere, one will reap the best of results." she added. The perseverance and zeal with which she worked towards this achievement is evident when she mentioned about her repeated participation in CSR Essay contests. "And every time I participated, I used to be in the top 50" said Ramaa who had also once won 19th place at National Level Junior Essay Contest. Ramaa is equally good at academics and extracurricular activities like singing, dancing and playing basketball. "She is a well behaved and one of the best students in the college" remarked her proud teache`

To read the full essay click http://competitionreview.in/view-essay.php?id=18

Participants of the workshop with the Dean of Research Dr. Kasmir Raja.

Research Challenges in Soft Computing

Staff Writer

The Department of Computer Science and Engineering organized a two-day National Workshop on "Research Challenges in Soft Computing" (NWRCSC'11) recenlty, in association with CSI Chennai chapter and IEEE Student Chapter.

The workshop had seven sessions spread over two days with Expert Lectures and interactive discussions.

The welcome address was delivered by Dr. E. Poovammal, HoD, CSE. The chief guest of the inaugural function, Prof. Dr. V. Ramalingam, Annamalai university, in his address to the gathering, pointed out that the SC techniques can be applied to variety of problems such as NP-complete and also in almost all real world problems.

The presidential address was delivered by Dr. C. Muthamizhchelvan, Director, E&T. Dr. Sukhendu Das, IIT Madras, Dr. V.Ravi, IDRBT, Hyderabad, Prof. Dr. V.

Ramalingam, Annamalai University, Prof. Dr. S. Ganapathy, Annamalai University, Dr. R. Geetharamani, Prof. & HoD, CSE, Rajalakshmi Engineering College, Dr. R. M. Suresh, Vice Principal, R.M.D. Engineering College and Dr. K. Ganesan, Prof. & HoD, SRM University were among the experts who delivered lectures.

The first lecture titled "Applications of Neural Networks in Research" was delivered by Prof. Dr.V.Ramalingam, CSE department, Annamalai University. The second lecture titled "Multi-objective optimization using Genetic Algorithm" was delivered by Prof S. Ganapathy, Annamalai University. The third lecture titled "Soft computing driven privacy preserving Data mining" was delivered by Dr. V. Ravi, Associate Professor, IDRBT, Hyderabad. The last lecture titled "Applications of Digital Image Processing" was delivered by Dr. R. M. Suresh, Vice Principal of R.M.D Engineering College.

On day two, the first session

was started with Dr. R. Geetharamani, Prof. & Head, CSE Department, Rajalakshmi Engineering College, presenting a research paper on the topic "Research Directions in Genetic Algorithm". The second lecture titled "Fuzzy sets and fuzzy logic" was given by Dr. K. Ganesan, Prof. & Head, Department of Mathematics, SRM University. The last lecture on day 2 was given by Dr. Sukhendu Das, Prof. IIT, Chennai, on "Modern decision fusion and feature fusion methods for multi-classifier systems".

During the valedictory function, the welcome address was delivered by Prof. S. S. Sridhar, Co-ordinator, NWRCSC'11. The report on the workshop was delivered by Dr. D. Malathi, Co-ordinator, NWRCSC'11. The chief guest of the valedictory function was Dr. S.V. Kasmir Raja, Dean (Research), SRM University. The function ended with the vote of thanks by M` Nirachana, Asst. Prof., CSE department, SRM University.

"It Is Going To Be The Mc.D Of India"

... Eshwar K Vikas and his latest brainchild 'The Dosa Maker'

Priyanka Vedula

Imagine a machine which can make a dosa every 10 seconds! Well, thanks to Eshwar K Vikas, Sudeep Sabat and Tarun Kanungo of the Department of Electrical and Electronics Engineering (EEE), Rajesh Kumar of Mechatronics and Anirudh Nath of the Computer Science Engineering (CSE) department, this is now a dream come true. Their team has had a strong guiding force both by the well experienced faculty at SRM University together with the industrial and business circles to build on their idea.

Their dosa maker is a fully automatic machine which can make over 400 dosas per hour. The machine is compact, quick, and efficient and is aimed at a wide range of use` It is also easy to operate and maintain and most importantly, it is 'sasta' or economically viable. It is made with food grade materials to keep the dosas hygienic and

healthy and non-stick materials are employed so as to minimize the usage of oil to please health-conscious consumers.

The dosa machine was on display during the ABET committee's recent visit to the EEE Department. The positive response to the taste and quality of dosas was a major encouragement to the team which is now eyeing to develop the prototype by integrating a higher edition of robotics into the core of the machine, thereby improving the model further.

As of now, the dosa maker is a prototype but there is a plan to manufacture the product on a large scale once the machine reaches perfection. Eventually this is expected to give rise to a huge chain of street vending dosa machines, replicating the same taste, hygiene, and low-cost dosas for the common Indian, an attempt to go one up against hunger and poverty rampant across the country.

The Dosa Maker

Research scholar bags award

Spectrum Reporter

R.Uma, Research Scholar, Department of Physics & Nanotechnology secured Best Presentation Award (First Prize) for her research presentation at National Conference, "TROPMET" at Hyderabad. She also secured the Best Presentation Award (Third prize) at a National Conference, "RAISE" at K.L.University, Vijayawada. Her presentation at TROPMET on "Analysis of 3B42 Rainfall products

R.Uma

over India" illustrated the discrepancies among the satellite and ground measured rainfall data sets. The work highlighted the IAV-ISO variability in satellite rainfall over India. The presentation at RAISE "On the relation of NDVI with rainfall in Western Ghats" portrayed some of the crop phenological stages monitored from space. Ms Uma, is working on an ISRO funded project under the guidance of Dr.T.V. Lakshmi Kumar, Asst. Professor, Department of Physics & Nanotechnology.

When Acting Fever Catches Up…!

Archit Kacker

A boy and a girl fall in love at first sight. Boy was poor, girl had dreams. Boy goes away for some time. Enter second hero. He is rich, smart and a Casanova. Our girl falls in love again. The first hero after returning is devastated seeing his girlfriend in the arms of another guy, commits suicide. His friends kill the girl to take revenge. The second hero now does a Fardeen Khan of

Fida. This could very well be the storyline of a next Tamil flick all depending upon Aziz and Aparajita Baruah both, third year Instrumentation and Control Engineering students. They have been working on this feature film Viruchigam, throughout the semester. When asked, Aprajita said, "Both of us have been doing this for quite some time now but this is different. It's bigger and better!" 'Sonna Kadhal Sollatha Kadhal!' a short film that Aziz

did has won the Best Screen Shot Award given by Kalaignar TV on the program 'Naalaya Iyakunar'. Aziz says, "Our department has shown immense faith and has supported both of us, especially our HoD, Mrs Vimala Juliet and Class Incharge Mrs Hemalatha". With Aziz and Aparajita Baruah, working with the assistant cameraman of Rajnikanth starrer 'Endhiran', interested in movie industry, the future does look bright for our next Suryas and Asins!

A Small sprinkling of international students.

SRM's International Touch!

Rachana Asapu
Rahul Walia

SRM University plays host to number of international students every year. SRM believes that knowledge of other countries, an ability to work with people from other cultures is needed by an increasing number of jobs and professions today.

Spectrum reporters Rachana Asapu and Rahul Walia met a few of the foreign students in SRM to get a feel of life on campus from their perspective.

Edwin, a first year student of the Department of Journalism from Nigeria finds SRM University very likable. He likes the educational system here and adds that he feels very comfortable with the facilities provided on campus which never make him miss home. Comparing his country to ours in terms of education, he states that the teaching methodologies, technologies and assignment of grades are very different. His view is shared by Young Kim, another first year journalism student from Hannam University, Korea (student exchange program) and Lu Jian Feng, a third year B.Sc Information System Management student. They feel that the facilities provided on campus are up to the international standards and find both the staff and students of this University very interactive and approachable.

Talking about India, people from different countries have different views. While Young Kim of Korea feels Indian students are far more talented than others in a way that they quickly grasp any language, Gun Huy Hoang, a first year student of Civil Engineering from Korea feels the world is getting westernized and eastern countries precede their reputation for stringent education systems and curriculums and so he wanted to experiment with the East unlike his other friends who chose to go elsewhere. He feels India is a very special country which has a lot of tradition and culture. Xie Ming Yu of China finds the music and movies of India a lot different from any other part of the world and enjoys them. He adds, "India is a very beautiful country filled with energy and vigour". John Sunday of Nigeria, who is 40 years old and a student of the Journalism department, has set an example that there are no bounds to anyone who wishes to learn. He says that India is a vast country unlike Nigeria and the population of Tamil Nadu alone is approximately half of that of Nigeria. He adds "If India had just half the population it has now, it would be the best in the world." Lu Jian Feng is very enthusiastic to learn about the unity in diversity of our country. He feels India is rich in culture, tradition and beauty.

All of them enjoy the Indian delicacies like biriyani, and the non-vegetarian dishes on a whole but they find the weather here a bit harsh compared to their respective homelands. However it's just a matter of time when it turns out that such trifle things don't matter before the greater joys of learning.

Estate Office Springs Into Action

Archit Kakker
Trisha Anand

The fairly new University Building has become the centre of activity this academic year. Apart from the three floors occupied by the library, the building now also accommodates the 'Student Activity Centre' and the 'Directorate of Research'. The Directorate of Admissions has also been shifted to the second floor of the same building. To join them there is the Office of International Relations, which is planned beside the admission office. The First years in the B.Tech course attend classes in the university building now. The relocation of the basic sciences labs is also likely. Also, the thirteenth floor will host a seating area for the new research faculties who have joined us. "The management is in talks with Adyar Anand Bhavan, Vasanta Bhavan and KFC for opening their branch in the campus and one of these may be expected soon.", says Mr. V. Thirumurugan, Estate Officer, SRM University.

SRM constructions has newly constructed 'Green Pearl Apartments' having three blocks and 40 apartments per block in Potheri village, adjacent to the main campus. These are meant for the faculty or research scholars joining the university.

"The university has also given the contract of waste segregation to an NGO named 'Helping Hand'", adds Mr. Thirumurugan.

A rare case of Neuro Surgery

Spectrum Reporter

A 19 year old male had fallen from the 3rd floor with an iron rod in his hand. The iron rod pierced through the left side of the face behind the eye into the head, penetrating the brain and exited through the skull. C.T. Brain and skull X ray showed the same. The iron rod was removed by a team of Neurosurgeons, facio maxillary surgeon, General Surgeon and Anaesthesiologist. Initially, a tracheostomy was done to ensure easy breathing. The skull and the brain was then opened. Once the entire course of the rod was exposed, it was gently lifted out. After surgery the patient was stable, on a

Surgery in progress

respirator. This is one of the rare case of penetrating brain injury by iron rod and only very few cases reported in the literature.

Mega Event of FSH

Staff Writer

The School of Computer Sciences of the Faculty of Science and Humanities has planned a three day event—A National Level Tech Fest—that will feature not only Seminars, Workshops and Lectures but also Games, Fun and Entertainment. The annual event Fabuloush '12 is set to take place between February 15th and 17th at the Dr.T.P. Ganesan auditorium of SRM University, Kattankulathur campus.

Volleyball team lifts trophy

Spectrum Writer

SRM University has clinched the title for a consecutive fourth time in the All India inter collegiate Volleyball men championship organised by Jain University, Bangalore.

On their way to the finals they beat Anna University, Trichy (25/4,29/9), Surana college, Bangalore (28/26, 25/16, 25/16)

and Vels University (25/22, 25/15, 25/21). They faced Sathyabama university in the finals and defeated them by a score of (25/21, 25/16, 21/25, 25/27, 15/10).

We also stood second place in Table Tennis men tournament and were the runners-up Basketball women, Tennis women, Badminton women, tournament.

SRM Dominates

Staff Writer

Srm bagged the first place in the state level Volleyball tournament.

The volleyball team of SRM University secured the first place at the state level Volleyball tournament held in Rajapalayam on 6,7,8th January of 2012.

Scores: SRM University beat Rajapalayam VBC (25/14, 29/17). Next it beat Vels University, Chennai (25/21, 25/16); Then it beat STC, Coimbatore (25/23, 25/21, 23/25, 24/26, 15/12).

In the finals SRM University beat Panimalar engineering college. Score: 25/17, 18/25, 25/19, 25/15.

Women's ball badminton team lifts trophy

Spectrum Reporter

SRM Arts emerged as champions in the Madras University inter zone ball badminton women's tournament, organized by SIET College, in Chennai. SRM Arts college beat the B Zone combined team with a score of 29 -04, 29-0 6. In the finals, they defeated the A Zone combined team with a score of 29-28 29-28.

In the Zone Ball Badminton tournament, SRM Arts College

triumphed over SDNB College (29-22, 29-19) in the finals. They reached the finals after defeating SIET College in the Semi finals (29-05, 29-06) and Vidhyasagar College in the league match (29-03, 29-04).

Suja, Paavani, Sharmila, Karpagam and Suganya from the SRM Arts and Science College participated in the All India University Ball Badminton Women Tournament at Mangalore University from 26 to 31 December 2011.

Achievements in Extra - Curricular Activities

Spectrum Writer

Mr.D.Shyamsunder of B.Tech - IT (III year) has won the Gold Medal in Anna University Inter Zonal Boxing Tournament held on 1st & 2nd Dec 2011.

The Chairman of the SRM Group Mr. P.Ravi and the Director of FSH and sports Dr. R. Balasubramanian with the champions.

SRM Emerge Winners

Spectrum reporter

'ESPO 2012', an Inter Collegiate Tournament organized by Eithraj Women's College, Chennai was held from 18 to 20 January.

Four sports events were held for women – Tennis, Volleyball, Ball Badminton and Basketball. Our varsity beat Stella Maris College (56/39) and WCC (34/14) in the Semi finals and St. Joseph's College (49/46)

in the finals of Basketball.

In Ball Badminton, SRM University emerged victorious beating Quadia –E–Millath College (Score: 29/8, 29/1) in the semifinals and SRM Arts College (29/21, 29/19) in the finals.

SRM also stood third in the Volleyball tournament and were the runners-up in the Tennis tournament.

SRM Hockey team triumphs yet again

The winning team

SRM University has yet again managed to display it's prowess in the seventh annual hockey men tournament was hosted by Arul Anandar college, karmathur,.madurai recently. The event was held in four sessions – pre quarters, quarter finals, semifinals and finals.

It beat St. Johns, Tirunelveli (3-0) in the semifinals and shone as defending champions in the finals beating Arul Anandar College, Kamathur (5-4).

SRM shines in Volleyball

Spectrum Writer

The south zone inter university volleyball (men) championship was organised by Bharathiar University from 27th-31st December of 2011. In the quarter finals SRM beat university of Kerala : Score: 25/16, 25/11, 25/19. In the league, SRM university beat vels university and Sathyabhama University : Score: 25/16, 25/14, 25/22 and Score: 25/18, 25/15, 25/16 respectively.

In the final league SRM university beat Bharathiar university Score: 25/18, 25/15, 25/16 and emerged as a winner. Totally 72 universities took part in this championship. Top four teams have been qualified to participate in the All India inter University Volleyball men championship at Dr.H.S.Gour University, Sagar, M.P, from 22nd to 27th February 2012.This is the first time top four teams are from Tamil Nadu.