



SRM
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SPECTRUM

The newspaper of SRM University

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The Chancellor with scholarship awardees on the first day of counseling. Also seen in the picture are the Vice Chancellor, the Pro Vice-Chancellors, Registrar and the Director of Engineering and Technology

SRM University to host GEDC summit in October 2013



SRM University Chancellor Dr. T.R. Pachamuthu and Indian Society for Technical Education (ISTE) President Dr. R. Murugan exchanging documents after two Memorandums of Understanding (MoUs) were signed between SRM University and the Indian Society for Technical Education (ISTE).

Staff Writer

SRM University will be hosting the prestigious Global Engineering Education Deans Council summit in October 2013 at its sprawling campus in suburban Kattankulathur. This is the first private university to bag this honour in India.

Speaking at the MOU signing ceremony, Dr R Murugesan President of the Indian Society for Technical Education, New Delhi (ISTE), said that ISTE will be the Indian state owned Unit to co-ordinate the summit in the year 2013.

ISTE is a pan India non-profit professional body founded in 1968 with a view to enhance the knowledge power to the engineering professionals and advance the cause of technical education which was hitherto done by AICTE and Ministry of HRD.

Chancellor of SRM University T R Pachamuthu and ISTE president R Murugesan signed a memorandum to finalise the faculty training arrangement and also another MOU to construct an additional building for the ISTE on the Indian Institute of Technology – Delhi campus. According to the MOU, SRM

University will be funding 100 programmes spread across two years. Each programme would be a seven-day programme every week with 25 members from each faculty participating in each programme spread over various disciplines.

After receiving the proposals from the colleges and universities, a panel comprising members from Union HRD Ministry, UGC, ISTE, SRM and AICTE would select the proposals and intimate to the institutions for conducting the training cum refresher programme which is aimed at updating the knowledge and skills of teachers. Speaking to reporters after the MoU, Dr T R Pachamuthu, Chancellor of the SRM University said the SRM University would spend around ₹ 2 crore in the construction of the additional building, which will have conference and seminar halls, guest rooms, suites, cafeteria, computer rooms and store rooms. spread over 20,000 sq.ft.

The ISTE has 82,000 faculty members, 5 lakh students as life members from India, 2,001 institutional members from universities, engineering colleges and polytechnic institutions and 1,145 faculty chapters in the country.

Clearing a first hurdle....Congrats

Staff Writer

Fifteen students who were a part of the SRM IAS Coaching Academy have cleared the first round by getting through the preliminaries that were held this May. A total of sixty students from the Academy wrote the examinations. The Academy has been conducting free coaching

classes since 2011

A special mention must be made of Miss Beno Zephine N.L. who cleared the prelims in her first attempt. She is an English literature graduate and is visually challenged.

The Academy not only draws bright youngsters but is also coached by highly accomplished

Professors drawn from various fields of expertise.

The ultimate objective of the Founder Chancellor of SRM Group of Institutions is to give free coaching by way of uplifting the deserving poor and turning them into good bureaucrats. The Academy is on its way to fulfill the vision of the Chancellor!

“Bridging The Global Gap”

-with Semester Abroad Program (SAP)

Nikita Mahto
Priyanka Vedula

To keep up with the fast shrinking world, SRM has taken an initiative in the form of the Semester Abroad Program (SAP). With its inception in 2008, every year 100 SRMites are sent to various countries across the world for a semester. SRM has MoUs with universities like Massachusetts Institute of Technology, UC Davis, University of Arkansas, University of Wisconsin in the United States of America; Lancaster University and Birmingham University in the United Kingdom; Umea University in Sweden; Kyushu Institute of Technology in Japan; Lille Catholic University in France; HAN University in Netherlands, University of Western Australia and La Trobe in Australia.

A final year student from aerospace engineering Karthik Venkatesh says: “I went to one of the best research institutes in the world, the University of Wisconsin, Madison. My propensity to do research just

hit the skies. My way of viewing things in academics as well as life problems assumed a new dimension and I am a better person now.”

This unique opportunity opens windows for higher studies in top universities of the world and job opportunities. Understanding a new culture and environment adds to the essence of the entire experience. Furthermore, it gives you an insight into the global opportunities.

“The SAP not only taught us how it is to study outside India but also the way of life abroad. It allowed us to learn how to make ourselves better personally and professionally,” says Yagnaseni Roy, a final year Mechanical engineering student who went to MIT.

This program is available for students studying in the 5th, 6th and the 7th semesters. The selection criteria includes a minimum 8 GPA requirement together with participation in co-curricular activities and communication skills.

Prevent prescribing multiple drugs to elderly

Staff Writer

The Department of Pharmacology, SRM Medical College Hospital & Research Centre organized a Continuous Medical Education programme on “Geriatric Pharmacology in Clinical Practice”, recently.

Around 300 delegates including faculties from Medical, dental and nursing colleges, post graduates, CRRIs, MBBS, BDS & B.Sc Nursing students attended the CME Programme. Dr.R.Jamuna Rani, (Professor & HOD), Department of Pharmacology, welcomed and gave brief note on the significance of Geriatric Pharmacology in Clinical Practice. She added that the drugs used in elderly people has to be started in lower dose and the use of multiple drugs (poly pharmacy) has to be avoided to prevent adverse drug reactions.

The CME Programme was presided by Prof.Dr.P.Thangaraju, Pro-vice Chancellor (medical)

& felicitated by Dr.James Pandian (Dean), Dr.K.Gireesh, (Deputy Dean & Vice Principal), and Dr.Mustaq Ahmed Khan, (Medical Superintendent) of SRM MCH & RC. The CME was chaired by Prof. Dr.A.Balasubramaniam, (Prof & HOD) dept. of General Medicine of SRM hospital. Dr. B.Krishnaswamy, Professor & HOD of geriatric medicine in Madras Medical College, Chennai, was the guest speaker. He highlighted the principles for using drugs in Geriatric patients including pharmacokinetic, pharmacodynamics factors with many clinical case problems, pictures and video clippings.

The logo of the department of Pharmacology was released by the Pro-vice chancellor (medical) Prof.Dr.P.Thangaraju, and received by the Dean Dr.James Pandian. The logo depicts the current principles for prescribing which says “Right drug, Right dose, Right formulation, Right frequency & Right duration”.



*The Chairman of the SRM Group of Institutions Mr P.Ravi with CANSAT students.
Also seen in the picture are the Registrar of SRM University, Director, Vadapalani campus and Director, E&T, SRM University.*

‘CANSAT - SRM University comes Second in the World’

Ashish George

A team of 11 Engineering students of SRM University bagged second prize in CANSAT - a competition organized by The American Astronomical Society (AAS), American Institute of Aeronautics and Astronautics (AIAA) and sponsored by NASA held in Abilene and Burkett, Texas. The annual competition is open to Universities and colleges all over the World.

For the problem statement titled, “Planetary Atmospheric Entry Vehicle”, a total of 29 teams from across the World came together in the final round to demonstrate their technique for building a re-entry vehicle which would safely land a rover or a satellite on the surface of a planet without damaging the delicate components such as sensors and antennas.

The team named as WelkinSat (VaikunthSat Abhiyan) was led by Sidhant Dhall of Electronics and Instrumentation Engineering, who said “WelkinSat made a precise entry with one of

the best descend speeds and landed without breaking the raw egg mounted on it.”

“The unit was mounted on a small rocket which deployed the satellite at 610 metres from where it was brought down well within the set parameters of the competition” said Pradip Gupta, Mechanical Engineering while team mate, Gaurav Achha of Electronics and Electrical Engineering asserted that “The unit was fabricated in over 8 months and we performed rigorous testing of each individual component under pressure.”

At the press Conference held at the Vadapalani Campus recently, Mr.P. Ravi, Chairman of SRM Group of Institutions, said, “This is the first time that SRM University participated in a competition like CANSAT. Out of 35 teams from 10 countries, we were placed first in India ahead of IIT Delhi.

The performance of our students in CANSAT has given SRM worldwide recognition once again”. Out of the four teams from India, there were two more teams from SRM, SRM-CanSat and Akshayaan, who finished 7th and 11th respectively and

one from IIT Delhi.

“The management has supported all the three teams financially and will continue

its support for all such future activities,” noted Dr. C. Muthamizhchelvan, Director, Engineering and Technology.



The Chancellor interacting with students



The CANSAT launched at Burkett, Texas



The winning team

AARUUSH – 2012

Rising in the Spirit Of Innovation

Saipriya.S.D
Lavanya Durai Nayakar

Aaruush, the annual National Techno-Management fest of SRM University is one of the largest fests of its kind in the country in terms of participation. It provides a platform for the innumerable technical minds from top institutions across the country to showcase their skills and also strives to create awareness about various technical advancements and other significant issues.

Launched in 2007 by the then President of our country, Dr.APJ Abdul Kalam, the 4 day fest is associated with a theme every year. The theme 'Aaruush for Conservation of Energy in 2011 struck a chord with many people. This year's



theme is A2S- Aaruush Towards Sustainability.

There is a multitude of activities that one can be a part of ranging from guest lectures to participating in events of various domains like Bluebook, Fundaz, Konstruktion, Magefficie, Praesentatio, Robogyan, X Zone and Yuddhame. Apart

from this, online events are also conducted. The Main Quiz forms a highlight of the fest, where various colleges go head-to-head to determine the brightest technical minds.

Bluebook deals with events related to the biosciences, Fundaz covers the basics of physics, mathematics and

chemistry. Konstruktion puts together events where designing, fabricating and practically testing required models are focused on. Magefficie events test the business and managerial skills of the participant. Online events witness participation of students on an international level.

Praesentatio helps provide a platform for participants who are interested in paper or model presentations and exhibitions backed with substantial proof. Robogyan consists of events that provide opportunities to innovate and create their own robots with unique specifications for each event.

X-Zone is entirely about non-technical events and participants can be sure of

entertaining and mind racking experiences. Yuddhame aims at honing the software and hardware skills of the participants. Workshops conducted during the fest encompass topics such as forensics, Ethical hacking and robotics. This year Aaruush conducted various events like Design workshop, Sports tournament and musical night in association with various clubs of college. Also Pro shows like Sand art and Hand shadow would be featured in Aaruush '12.

Freshers form the biggest part of the Aaruush family in various ways, as volunteers to learn the ropes behind the scenes and also as eager minds looking to lap up as much knowledge and experience as they can.



Chellu S.Chetty

“Writing A Grant: An Academic Game” – Chellu S. Chetty

Rohini Bothra

Why write a grant? For professional growth, student development, promotions and to improve one's potential, explained Mr. Chellu S. Chetty, Assistant V.P. for Research, Savannah State University in his "Grant Writing Workshop" held in SRM University. A professional when it comes to research and writing a grant proposal, he walked us through the entire research process and the procedure to write a truly good grant.

He began by listing the disciplines and programs for which funding is available and

talked about the funding his 3 groups of research students in China, Malaysia and Coimbatore received from the National Science Foundation. He then went on to explain how due to heavy competition and limited funding 75% of the submissions are rejected but requested the 80 odd participants present to not give up but keep trying. He also urged them to ask for copies of winning proposals, consider what the reviewer is looking for and try to correct their own mistakes. One should learn to assess themselves, competition and funding potential of an agency and should have a good idea, commitment and writing skills, he said.

“You just cannot afford to miss it!!”

Harish Kumar
Benedict John

These words by Mrs. Kala Sridhar, the Coordinator of Corporate Affairs & Student Mentoring, seem to best describe the celebrative mood of the entire college during Milan every year. Milan, a national level cultural fest is the fourth and highest level of cultural fest held at SRM. Students representing different colleges across the country gather for a 4-day cultural extravaganza featuring music, dance, dramatics, literary competitions and a lot more.

What started off with Aaruush in the year 2007-08, as a way to bring students across various departments together was paralleled by a similar cultural fest the very next year and thus Milan was born. The name in itself brings out its significance. "Milan" meaning "a gathering" brings together students not just within SRM but from all over the country.

What makes Milan unique is the prelude "Butterflies Milan". Every year a week ahead of Milan, the team organizes this event for the underprivileged children of government schools from various parts of the Kancheepuram district with a purpose of giving

them an opportunity to partake of our enjoyment, thus enabling them to enjoy the same sense of celebrating life.

Over the years Milan has gained the reputation of attracting a number of distinguished guests including Asha Bhosle, Kamal Hassan, Vikram, Vani Jayaram, Balamuralikrishna, Sarath Kumar, Mamooty ..

Milan is not just a celebration of life but also an opportunity for holistic and unstructured learning. The organizers begin planning for Milan 3 months in advance, and learn a lot like team work taking risks,

publicity methods, marketing strategies, crisis management, meeting deadlines and many more necessary skills for life. As Mrs. Anuradha Parakkat, the Director, Corporate Affairs & Student Mentoring, SRM University, puts it, "The purpose of Milan is not just to bring out talent but also to improve a student's resourcefulness and make him see the big picture thus leading to a realization of oneself". The hierarchy in the organizing team enables freshers to grow and develop themselves with every Milan through their years of study here at SRM.





The Chancellor with the Class of '94 along with faculty members. To the Chancellor's right is the Pro-Vice Chancellor, Dr. T.P. Ganesan

Welcome back... class of '94

Spectrum Reporter

Seventy students of the 1994 batch drawn from the departments of mechanical engineering, civil engineering and computer sciences of the Faculty of Engineering and Technology came together for a re-union at the Mini Hall of the T.P. Ganesan Auditorium. They came from different parts of

the world (including the United States and China) and India

The highlight of the gathering was a meeting with the Founder-Chancellor who used the occasion to speak to the former graduates and also participate in an inter-active session. The Pro Vice Chancellor of SRM University, Dr. T.P. Ganesan, the Director of Engineering and Technology, Dr. C. Muthamizselvan

and faculty members from the concerned Departments were present on the occasion.

The lead coordinator from SRM University was the Alumni Office and from that of the students were Mr. Ganesh, a CSE of '94 currently with CISCO in the United States and Mr. Taz-ur-deen who graduated with a degree in Mechanical engineering and a Consultant.

World Blood Donor Day

Staff writer

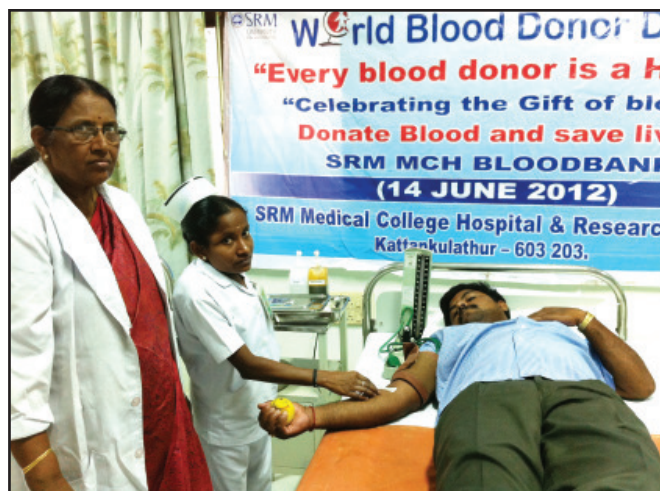
On 14 June 2012, World Blood Donor Day was marked with events around the world to raise awareness of the need for safe blood and blood products and to thank all voluntary unpaid donors for their life-saving gift of blood.

Every Blood Donor is a Hero

The theme of the 2012 World Blood Donor Day campaign, "Every blood donor is a hero", focuses on the idea that every one of us can become a hero by giving blood. While recognizing the silent and unsung heroes who save lives every day through their blood donations, the theme also strongly encourages more people all over the world to donate blood voluntarily and regularly.

The objectives of this year's campaign are to:

- Thank and reinforce the self-esteem of those who give blood so they continue to do so regularly;
- Inspire those who do not give blood but are in good health to start donating blood;
- Encourage blood service staff to recognize blood donors for their "heroic" act each and everytime they donate blood; and



A volunteer donating blood

- Persuade ministries of health to show their appreciation of blood donors and provide adequate resources to move towards 100% voluntary unpaid blood donation

Everyday heroes respond to an immediate need for blood for transfusion, whatever the conditions, even when it may be inconvenient, putting the needs of others above their own. Voluntary blood donors come from all walks of life, all regions, backgrounds, religions and ages. By choosing to donate blood of their own free will, without any payment; these individuals perform a "heroic" act, a gesture of human solidarity with the power to save lives. Some of them do so many times over several decades. The 2012 theme also resonates widely

in relation to other everyday "heroes" – such as fire fighters, policemen and women, rescue workers, civic leaders, and "champions" of social causes and community improvement. This may provide opportunities for powerful connections of people and stories around World Blood Donor Day.

SRM Medical college Hospital, Kattankulathur blood bank also celebrated World blood donor day by conducting blood donation camp on 14th June, subsequently along with SSS RCC Club, MM Nagar conducted blood donation camp on 15th June, in which more than 70 people donated blood voluntarily to mark World blood donor day, refreshment & certificate of appreciation were distributed.

HOTSPOT

Time to sit back, and enjoy!

Sneha Sankar

A day in the life of a college student is mostly occupied by classes- having to attend lectures throughout the day, with only occasional breaks in between. So where do the students of SRM University head to after classes or when they are in need of a break? Come, let us find out!

The main food court, famously called Java Green by the students of SRM University is easily the most popular hangout area of all. Regardless of which department one belongs to, your day would not be complete without a visit to the food court. Also, there are various canteens spread out across the campus, mainly, one at the Main Campus, the Tech Park Canteen and the canteen at the Medical College campus. These canteens provide good food at subsidized rates and are of good quality as well.

As evening approaches, one can find many students relaxing at either the garden in front of the Tech Park or the stairs leading up to the Tech Park entrance. "The Tech Park area is my favourite place to hang-out with friends in the evening. The food court is nearby, so we can drop by if we are hungry", says Meghali Aich, a third year student of B.Tech, Genetic Engineering.

“ The Tech Park area is my favourite place to hang-out with friends in the evening. The food court is nearby, so we can drop by if we are hungry ”

Students head over to the University Building, also known as the Library Building if they need a quiet and peaceful place to study, work or read a book. The University Library is stacked with a wide variety of books, both of academic as well as non-academic concerns. It also houses an eatery- the Orange Tree Cafe. With centralized air-conditioning and ample space, the University Building is the ideal place for those on the lookout for a tranquil environment.

As one begins to adapt themselves to the nuances of life at SRM University, they will begin to enjoy what the college has to offer to them. Given the number of activities that take place at SRM University throughout the year and the large number of options that are presented to students if all they want to do is sit back and spend some quality time with their friends, they will hardly find themselves getting bored or being idle.

Reporting and Writing for Spectrum...

Spectrum is a SRM University newspaper published by the Department of Journalism and Mass Communication of the School of Media Studies, Faculty of Science and Humanities.

The newspaper is primarily designed to cover student related events in the SRM Group of Institutions at the various campuses. To facilitate coverage of a broad range of news items, it is necessary that certain guidelines are adhered to.

- Contributing reports should be confined to a maximum of 250 words and must be written by students only.
- Accompanying pictures must have captions. Pictures without caption will not be published
- Request for coverage in **Spectrum** by its editorial team must be made well in advance with an accompanying note and the invitation to sridhar.k@ktr.srmuniv.ac.in
- Coverage of a certain event or receipt of an article does not guarantee publication.

Editor

Research Scientist joins SRM

Staff Writer

Dr. A. Jesu Arockia Raj of the Prestigious Ramalingaswami Re-entry Fellow is now with the Faculty of Science and Humanities' Department of Biotechnology as a research scientist, a first such Fellow at Kattankulathur.

The Department of Biotechnology, Government of India's award carries a total amount of ` 74.90 lakhs for 5 years to establish his research works on 'CDNA profiling in targeting novel immune related genes in epizootic ulcerative syndrome infected striped murrel *Channa striatus*'.

Yet another recognition to Dr. Jesu has come by way of the Department of Science and Technology, Government of India under DST-Young Scientist Scheme. This award carries a total amount of ` 18.10 lakhs for 3 years to conduct his research in 'Molecular and proteomic identification of immune related genes in freshwater prawn *Macrobrachium rosenbergii*'.

Completing his Ph.D in "Conservation of threatened fish species" at St. Xavier's College, Palayamkottai, Dr. Jesu has done post doctoral stints at Shantou University (China), Ben-Gurion University of the Negev (Israel), Jeju National



Dr. A. Jesu Arockia Raj

University (South Korea) and University of Malaya (Malaysia). In all he has about 14 years of research and teaching experience in various aspects of biosciences and has published 75 research articles in various nationally and internationally reputed scientific journals,.

Dr. Jesu has won international awards including Jacob Blaustein Prestigious Fellow (Israel), Brain Korea 21 Programme Award (South Korea) and Distinguished Bright Spark Fellow (Malaysia). His area of research specializations are fisheries biotechnology, immunology and molecular biology.

Currently guiding Ph.D students, Dr.Jesu would like to collaborate with other researchers on Campus from different faculties at SRM University.

Buzzing with Activity

Come compete @ SAC ... be a winner

Joel Vasanth
Ankur Bhuyan

Constructive and recreational interaction with others in this vast campus is essential for one's development. To bring out the best from our students, a number of clubs are set up by a committee called the Student Activities Centre (SAC). Mrs. Kala Sridhar, the Coordinator of Student Activities, Corporate Affairs and Student Mentoring says, "The SAC ensures that students learn how to make themselves resourceful, not only for themselves but also the entire society." For example, the adventure club organizes periodic day trips to spots around the city where you feel an exhilarating urge to challenge the heights, rocks, trees, rivers, wildlife and all the other diversities of nature. The dance club is for those high spirited people speckled with pure talent and skill in dance. The club has teams with members specialized in various styles of dance, from Bharathanatayam to Hip-Hop. From the undergraduate level onwards, the E-Cell is purposed to equip students with the skill of taking wisely anticipated steps leading them to the path of entrepreneurial success.

"We aim to create a 'mini India' environment by celebrating not just major festivals, but each festival in various cultures too," says Pratheek Harsora, final year Biotechnology, Convener of the Festival Club. Pujaris are invited from different parts of the country to conduct these festivals with the help of the members. The Movies and Dramatics Club encourages those who have interesting ideas

for film direction, videography, animation or comedy. Sandeep Kumar, final year Electronics and Communication Engineering student, Convener of the MAD club says "We also create videos related to social issues. We adopt entertaining methods to spread awareness through our work."

For all the budding musicians on campus with a brimming prowess in the field, the music club is the place to go. Members of the music club never cease to amaze the crowd with regular musical nights and performances. "We promote raw music talent. We now have a new high quality sound system and are all set to take the college by a storm with regular shows."

They say that a picture can say a thousand words when you make a picture rather than just take it. If you're deft with your camera and feel quivers down your spine when you make the perfect click, join the photography club. The social club lends a helping hand to

the initiatives of those who believe that their contribution can make a substantial change in society. "We have helped less fortunate children by organizing a school for their education" says Bommu Srivatsa, final year Mechanical Engineering, Convener of the Social Club.

The debate club holds various debates pertaining to topics on current events and other social issues. For the spiritually inclined, the yes plus club is the place to be, the club holds regular satsangs and yoga sessions which will help students explore their spiritual side.

"The students of SAC believe that they have found skills they never knew they had." Added Ms.Kala. The SAC encourages the juniors to avail of these worthy opportunities.

To join any of these clubs, contact Sandeep: 9566183020; Srivatsa: 9566052143; Mohan: 9042343604; Pratheek: 9025706539

Schedule of events for 2012 -13

Sl	Program Name	Date/Month/Year
1.	Shuru	Aug18, 2012
2.	Aaruush	Sep 5-8, 2012
3.	Jhalak (Inter – house Culture)	Sep 15, 2012
4.	Inter House Literary Events	Sep 20-22, 2012
5.	Tarana (Intra SRM)	Sep 29, 2012
6.	Khel	Jan 9-12, 2013
7.	Butterflies	Jan 19, 2013
8.	Millan	Jan 23-26, 2013
9.	E-Week	2 nd Week Feb-2013
10.	Gratitude Day	Feb 16, 2013

Students are invited to activity participate @ SAC situated at 4th Floor of University library Building

SRM and Valeo India sign Mou

Staff Writer

SRM University has signed a MoU with Valeo India Private Limited an industrial group focused on the design, production and sale of components, systems and modules for automotive industry.

This MoU is for testing the

prototype developed by Valeo at SRM University's laboratories as well as imparting training to the employees of Valeo besides other activities of knowledge sharing between the Valeo and SRM University.

Mr. P.R.Damodharan, Group President, Valeo India Pvt. Ltd., stated that "We are interested

to work with institutions like SRM University as such collaboration will minimize the gap between industry and academic institutions".

The officials from Valeo India Pvt. Ltd. recalled their earlier visit to SRM University and they said that SRM University never fails to impress.

Dept. of Journalism and Mass Communication
Young Journalists' Association
Faculty of Science and Humanities
SRM University



Invite you to a
LOGO DESIGNING CONTEST
for
ANTI-RAGGING CAMPAIGN
August 14, 2012

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Mail entries to:
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By August 5, 2012

For details contact:
Suriya:-9840478561
Bala:- 9940559802

Firming up a connection ... TCS and SRM

Staf Writer

As many of us are aware, Tata Consultancy Services has accorded the 'A' grade status to SRM University in the year 2007, which is a privilege enjoyed by very few Universities. With a view to promoting academic excellence through faculty development programme and students development programme, TCS has signed an MoU with SRM University this June. Through this MoU, the engagement which TCS already has with SRM, has become firmer. This is also one way to nurture the talent and turn out the prospective recruits for a smooth transaction from the campus to the corporate world. The Registrar Dr. N.Sethuraman exchanged the MoU documents with Mr. A.K.Pattabiraman, Head – Accreditation, Southern Region, TCS. Pro Vice Chancellor (P&D), Dr. T.P.Ganesan offered his felicitations. Pro Vice Chancellor, Dr. P.Thangaraju Presented mementos to the TCS Executives. Director (E&T), Dr. C.Muthamizhchelvan, Dean – Placement, Prof. S.Ganapathy, Dean IIIC and Prof. A.N.Parameswaran participated.



The Registrar of SRM University exchanging the MoU documents.

Way to the School of Mechanical Engineering...

Anup Saboo
S.Siddharth

The Society Of Automotive Engineers (SAE) is one of the most active clubs in SRM university. With a strength of over 300 members, SAE offers great opportunities for the budding engineers to test and hone their technical skill. SAE is an international student club and the SRM Chapter of SAE comes under SAE India. Various intra-collegiate events are organised throughout the year under the SAE week. Students get an opportunity to not only participate, but also organise the events.

The Conrods-Off Road Racing and Camber Racing are two active teams of SRM University that participate in the events named BAJA SAE India and Supra SAE India organized annually by the Society of Automotive Engineers India (SAE India) respectively. The Conrods, a team of 25 from various streams of engineering, guided by Prof. Leenus J.Martin, Head of Department, Automobile Engineering, design and fabricate an All-Terrain Vehicle (ATV) on the guidelines set by SAE India. The Conrods have participated in four such BAJA events with an opportunity of participating in South Africa. They won the Go Green Award in the year 2011 and bagged the championship

earlier this year.

Camber Racing, a team of 40 that fledged in 2009 on the other hand has an objective of designing and fabricating a F1 style race car for Supra SAE. The first prototype, CR800 was built using Maruti 800 engine and later upgraded it to LJM01 for SUPRA. The team is currently making progress in LJM02, the advancement of its previous model LJM01 for the competition to be held in September this year. The recruitments for both the teams is held every year. For further details, contact Prashant Doshi (Team Captain, The Conrods): +918939018390 and Pritham Reddy (Team Captain, Camber

Racing): +919790846382. Rahul Kumar (Membership Chair of SAE): +919360177099.

The Efficycle is another event held by SAE India wherein the team has to design a hybrid (manual and electrical) tricycle. This year the competition will be held in October after which the team will be recruiting. Interested students can contact: Avichal Bajpai (Team Captain): +919025370772.

The 4ZE Racing team which participates in the Formula Student Electrical (Germany) has to design an electric zero emission race car. This team of 25 is currently working on their first competition which will be held in Germany later this

year. Pratham Benara (Team Captain): +919789868294.

If you're not much of a automobile enthusiast then Indian Society of Heating, Refrigerating and Air-Conditioning of Engineers (ISHRAE), Association of Mechatronics Engineers (AME) and Aerospace Engineers Association (ASAE) provides you with an opportunity to attend guest lectures, visit industries and participate and organise events. Interested students can contact Vaidhyanathan N. (President ISHRAE): +918973572425, Ashok (President, ASAE): +919884597634.

The beginning of this academic Year...

Welcoming freshers to SRM group of institutions...

Mark Nathan
Prerana Agarwal

The admission process for various courses in the Faculty of Engineering and Technology at the SRM University, adjudged as number one university in the country, was set in motion with the commencement of counseling and the Management distributing scholarships to the tune of over Rs. Five crores.

SRM University Chancellor Dr. T. R. Pachamuthu presented the founders scholarship -- full waiver of tuition fees, hostel and transport fees, besides payment of Rs. 1,000 monthly stipend -- to ten students who finished among the top 25 in the SRM Engineering Entrance Examinations conducted by the University this year.

For S.M. Navin, a student of St. Josephs Matriculation Higher Secondary School, Chenglepet the joy knew no bounds when he received the scholarship. With a total of 1080 marks in the Plus Two Examinations he came second in the SRM Entrance Examinations. Son of a businessman from Pollachi, said he had been preparing for the entrance for the last 12 months and thanked his parents and the school management for the encouragement.

Director Admissions Prof. Muthusubramanian, Vice-Chancellor Dr M Ponnaivaikko, Dr T P Ganesan Pro Vice Chancellor, Dr.P.Thangaraju, Pro Vice Chancellor (Medical), University Registrar Dr N Sethuraman and other university officials were present on the first day of counseling. The significant change in this year's counseling was the introduction of sliding counseling. "There was total transparency in this year's admission procedures, the meritorious students were allowed to upgrade their branch of study



The President of SRM University at the Counseling session



Student interacting with faculty

Increasing numbers with enhanced quality at Faculty of Science and Humanities

Staff Writer

The dawn of yet another new academic year has arrived and with it, the admission procedure. In an interview, Dr. R. Balasubramaniam, Director, Faculty of Sciences and Humanities said that he is proud to say that this year, the quality as well as the number of students has increased greatly. With a cut-off percentage of 60% for both undergraduate and post graduate courses, more than 1000 students have

already got admissions into various departments in FSH with the maximum number being in B.Com. Apart from these, around 60 students have entered through sports quota and another 60 qualified students are expected from economically backward classes with the help of the 'Pudhiathalaimurai Foundation' Scholarships.

This time however, the main concentration is on quality. According to the Director there is no point in having 1 lakh students and no proper system or

training. Instead, with the help of a careful screening process, interested students with potential are chosen. Good infrastructure, a full-fledged staff with updated technology and career guidance will greet the new batches this year. Intelligent students want high profile training and once they are given this, placement of the college automatically improves, he maintained.

"Every year we want to make a positive change for a better future. If the tempo we have now is continued, then in the next

5-6 years, there will be no need for regularly checking the attendance of students", he added. Explaining further he said that with increased quality and the improvement in teaching which will be brought into classes this year, students will automatically want to come to class regularly and FSH will be a zone of fun and learning. "The accent is on numbers but with quality", Dr. Balasubramanian said stressing that quality students automatically brings about higher quality in teachers.

according to their choice and the vacancies available. The entire information about the number of vacancies in each branch was made available on the website and the students could decide and apply accordingly," said Prof.Muthusubramaniam.

The freshers were welcomed with a welcome kit containing the academic schedule for 2012-13,

SRM Group history, Placements record, and SRM SAT launch note. "The whole idea was to help the freshers to feel at home and be welcomed," said Dr.K.Mohan, Director, ITKM department. The department took the initiatives to get the sponsorship for preparing the welcome kit. City Union Bank welcomed the idea and sponsored

the complete amount, including t-shirts for the staff volunteers. "Also this year the students were given their ID cards on the day of pre-enrollment, and we have an exclusive helpline through which the students queries regarding admissions and other details could be clarified," he further added. Certain amount from the sponsorship was also

contributed towards an NGO – HOPE Foundation.

A total of 8200 students (Engineering and Technology) were admitted in all the four campuses viz. Modinagar, Ramapuram, Ramapuram part : Vadapalani and Kattankulathur, with 4700UG and 1500PG students in Kattankulathur campus itself.



Parents and their wards at the T.P.Ganesan auditorium