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Students need to have more creativity ...Prof. Devaraj

Staff Writer

The Vice-Chairman of the University Grants Commission (UGC), Prof. H.Devaraj, called for a change in exam pattern with more emphasis on internal marks. “Students need to have more creativity for which we need to change the exam pattern with greater stress on analytical skills”, he said.

Prof. Devaraj delivered the Convocation Address of SRM Arts and Science College at

Kattankulathur—the 17th graduation of the prestigious institution that saw more than 480 students including 23 Under Graduate and 17 Post Graduate rank holders of the University of Madras receiving their degrees on the occasion.

In his convocation address, Prof. Devaraj lamented that young minds did not turn to science to an extent that some science departments had closed down. Besides those who turn to science did not stay in it.



The Founder Chancellor SRM and Prof. H.Devaraj, Vice - Chairman, University Grants Commissions (UGC) handing over the degrees to the graduates.



Prof.H.Devaraj, Vice-Chairman, (UGC) delivering the Convocation address.

“We find that our education has not been student-centred. It is centred around rigid curricula, ill-designed classroom teaching and an outdated exam system”, he remarked. ‘The process of updating knowledge should never have an end as constant learning and practice is the only way to perfection,’ Dr. Devaraj told graduates.

Participating in the Convocation the Founder Chancellor of the SRM Group of Educational Institutions, Dr. T.R.Pachamuthu, spoke of the excellence of SRM

University and maintained that although the SRM Arts and Science College is part of the University of Madras the excellence that is required is being maintained. He pointed out that 91 per cent of the Arts and Science Graduates in the College have got jobs through campus placement this year. The Chancellor pointed out that there has been a drastic fall in admission in Engineering and Arts Colleges throughout Tamilnadu in this Academic year and that some colleges are not able to get thirty percentage

admission. But, in the SRM group of Institutions, whether it is an Engineering College or Arts College, the admission is full.

The Chancellor also spoke of the role of students in the future of India especially as it pertained to the developmental aspects of the country. He advised students not to hesitate to exercise their franchise in the upcoming parliamentary elections for the youth had a say in deciding as to who should rule India and hence should take an assertive platform in politics.

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Dr.Christine R.Birnie Speaks at the Pharmacist day Programme

Fulbright Scholar at SRMCP

R.Aishwarya

Dr.Christine R. Birnie is an Associate Professor and Chair, Department of Pharmaceutical Sciences in the St.John Fisher College, Wegman's School of Pharmacy, Rochester, New York. She is here at SRM College of Pharmacy as a Fulbright Scholar for four months, under the Fulbright-Nehru Project titled "The Use of Active Learning Methodology in a Newly Developed Doctorate of Pharmacy Program in India". Dr.Birnie's grant will allow her to teach and support program development within the newly established Pharm.D program at SRM College of Pharmacy, SRM University.

The purpose of the Fulbright Program is to build mutual understanding between the people of the United States and

other countries. Recipients of the Fulbright Scholar Awards are selected on the basis of academic or professional achievement and have demonstrated extraordinary leadership potential in their fields. The Fulbright Program is sponsored by the United States Department of State, Bureau of Educational and Cultural Affairs.

Dr.Birnie's Fulbright Project will focus on introducing students and faculty to active learning techniques that will facilitate learning, promote critical thinking and enhance team-building and communication skills.

Implemented through pharmaceuticals courses and faculty development workshops, this innovative approach to teaching and learning will assist in the development of new instructional methodology in pharmacy education.

Developing Entrepreneurial Skills Using Herbal Drugs / Products

R.Aishwarya

Entrepreneurship has become the most desired and sought-after goal for the current generation. Keeping this in mind, the Department of Pharmaceutical Chemistry, SRM College of Pharmacy, SRM University, organized a one-day conference titled 'Herbal Drugs : A Treasure to Entrepreneurship'. The day's events were set in tune by Dr.K.S.Lakshmi, Dean, SRM College of Pharmacy, SRM University and Convenor of the conference, with her welcome address. The Chief Guest for the day was Dr.M.Ponnaivaiko, Vice-Chancellor, SRM University, enlightened the audience with his much-informative and interesting speech on the importance of herbal medicines. Dr.N.Chandrababha, Director, Health Sciences, SRM University, gave her felicitations on the occasion.

The Scientific Session began with the most anticipated lecture of the day, 'Herbal Value Addition and Marketing' by Mr.A.S.Haridas, Editor, Velaanmai Magazine who is also an entrepreneur in the domain of herbal drugs/products. The lecture was informative, interactive and enjoyable to the audience who interacted with great enthusiasm with the speaker. Post-lunch session started with the lecture on 'Demand and



Lighting of ohe Kuthuvilakku by the Vice-Chancellor

Supply of Medicinal Plants Used in ASU Systems' by Dr.A.Saraswathy, Director, Capt.Srinivasamoorthy Drug Research Institute for Ayurveda and Siddha' who shared a wealth of information in her lecture. This was followed by a power-packed, highly interactive and educative session on 'Drugs and Diet in Ayurveda' by Dr.Vanitha Muralikumar, Principal, Sairam Ayurveda Medical College and Research Centre.

Around 250 participants from various Pharmacy, Life-science and

Medical colleges participated in this programme. Dr.P.Valentina, Professor and Head, Dept. of Pharmaceutical Chemistry, SRM College of Pharmacy, SRM University and Organising Secretary of the programme delivered the vote of thanks.

This conference enlightened the audience about the export of herbal drugs/products, which would encourage medicinal plant knowledgeable investments into the sector and promote entrepreneurial activities therein.

National Symposium on Emerging and Re-emerging Viral infections

Staff Reporter

Nearly 400 delegates from medical colleges, universities and pharmaceutical companies at national level participated in a two day national symposium on emerging and re-emerging viral infections organized by the Department of Microbiology,

Health Science Research and Medical Education Unit of Chennai Medical College Hospital and Research Centre (SRM Group), Tiruchirapalli. This symposium was sponsored and supported by Indian Council of Medical Research (ICMR), Council of Scientific and Industrial Research (CSIR)

and Medical Council of India (MCI). The symposium was inaugurated by Dr. D.T. Mourya, Director and Scientist G, National Institute of Virology (NIV), Pune. Dr. K. Kalaiselvi, Dean, presided over the function. The Medical Superintendent, Dr. N. Balasubramanian and Vice Principal, Dr. V. Sarada felicitated. The national level successful clinicians and scientists shared their experiences and knowledge. Dr. P. Chitra Rajalakshmi (Chennai Medical College Hospital and Research Centre, Trichy) spoke on Emerging threats of viral infections, Dr. D.T. Mourya (NIV, Pune) on Chikungunya, Dr. S. Elango (Sri Muthukumar Medical College, Chennai) on Preparedness for influenza epidemic, Dr. SPS. Subrahmanian (Sundaram Hospital, Trichy) on Viral Nephropathy, Dr. Suniti

Solomon (YRG CARE, Chennai) on Update of HIV/AIDS, Dr. S. Meenakshi-Sundaram (Apollo Hospital, Madurai) on Clinical and lab investigations of Viral Encephalitis, Dr. Chitra Ayyappan (Madurai Medical College, Madurai) on Dengue epidemics, Dr. Priya Abraham (Christian Medical College, Vellore) on Hepatitis in immunocompromized, Dr. Seemanthini Desai (Apollo Hospital, Bangalore) on Viral Diagnostics and Dr. D. Sasikumar (Govt. Siddha Medical College, Chennai) on Role of Siddha medicine in viral disease management.

A total of 12 oral presentations and 22 posters were presented. Two best oral presentations were honored as "Louis Pasteur memorial award for best oral presentation" (They were Dr. V. Mangayarkarasi, Associate

Professor of Microbiology, SRM Medical College Hospital and Research Centre, Kattankulathur and Dr. D. Palaniamma, Medical Officer, Himalaya Drugs, Bangalore). Two best posters were honored as "Louis Pasteur memorial award for best poster presentation" (They were Dr. Asawathy, PG student of Microbiology, Sri Mookambigai Medical College, Kulasekharam and Dr. Hamsadwani, PG student of Sri Meenakshi Medical College, Kancheepuram). Dr. K. Kalaiselvi, Dean and Dr. A. Uma, Professor and Head of Microbiology extended their valuable presence and distributed the awards. Dr. A. Uma, Professor and Head of Microbiology and Dr. N. Prabhu, Research Associate of the same department were the convener and organizing secretary of the symposium.



Dignitaries releasing the symposium souvenir

All you need is a workable idea....

Jayendra

Anisha Panickar

With the revolutions taking place in the realm of information and information technology all you need is a good idea that can be put to work. This was the message that Mr. P.Jayendra had to convey to students of Journalism and Visual Communication during the course of his Keynote Address at INK 5, an event put together by the students of the Second M.A. degree of the Department of Journalism and Mass Communication as a part of an event management section of their course on Public Relations and Corporate Communications.

A nationally and internationally known director of films and documentaries, Mr. Jayendra, was essentially driving home the point that technology being what it is today and in the continual development of it there was simply no limits on what could be done. "All you need is an idea, a good idea and a workable one at that", the renowned Co-Founder of Real Image Productions told interested students of journalism and visual communication and in a general message to all those with a flair for media studies that included the future of cinema and video production and not just in an Indian context but globally as well.

About 120 students from more than a dozen media schools in and around Chennai participated in the day long event alongside SRM's media students in five competitions drawn up for the event-- Breaking News (Debate), By line (Essay Writing), Clickz (Photography), Limelight (Documentary), and Mise En Scene (Short Film). A noteworthy feature of INK 5 was that foreign students from Nigeria



Mr.P.Jayendra

in the disciplines of Journalism and Mass Communication enthusiastically took part, with one student of International Relations even walking away with a first prize in debating!

INK 5 was an event to mark the completion of five years of the Department of Journalism and Mass Communication, a Department in the words of the Director of the Faculty of Science and Humanities, Dr. R.Balasubramanian, "that has gone the distance in achieving so much in such a short span of time". The Director in particular pointed out to the highly successful international symposiums that have been conducted in the last two years that saw the participation of scholars from the United States, the United Kingdom and the Asia Pacific.

"Whenever the Department of Journalism and Mass Communication (JMC) does something, they make a difference" Dr. Balasubramanian said. The Director encouraged the other departments in the Faculty of Science and Humanities to follow the JMC example and come up with similar events and run them financially independent as well, just as the JMC had done with INK 5.

Dr. Sridhar Krishnaswami, Head of the School of Media Studies and Head of the Dept. of JMC spoke of the milestones the Department had achieved, in particular of the student fellowship invitations that had come thrice from Japan and a longer term fellowship to the United States under the aegis of the State Department.

The Faculty Coordinator for the event, Ms. Archana Arul talked about the relevance of INK 5 for JMC and how it was instrumental in giving hands on exposure to practical Event Management and honing the PR skills of the students. The student coordinator, Ms Kavitha, who played her role in weaving the different student teams with finesse and precision, proposed the vote of thanks.



Ms. Harini Ravi of Church Park lighting the kuthuvilaku with the Dean, Faculty of Management and the Director for Faculty of Science and Humanities looking on.

Participate with a Passion

...Rev. Fr. Don Bosco

Staff Writer

Every school will have to nurture the skills of a student and ensure that the potential they have are delivered, maintained Rev. Fr. Don Bosco, Member, Common Board of School Education, Tamil Nadu. He was speaking at an event Upheaval '13 organised by the Department of Business Administration under the aegis of the Faculty of Science and Humanities and the Faculty of Management, SRM University.

More than 15 schools from in and around Chennai participated in a two day event that tickled not only the intellectual part of the minds but also showcasing abilities that went beyond pure academics. There were as many as 12 events such as Street Play, Quiz, Poster Making, Debate, Creative Writing, Face Painting, AD Zap, Junkyard Art, Comic Strip, Dance and How Cool Are You?

"Whatever potential you have, you must deliver", Rev. Fr. Bosco said going on to make the point that schools must nurture the skills that would hone the character, commitment and discipline. He pointed out that for the first time SRM University has put together a programme involving high school students. "We need to be

grateful to the SRM family for the opportunity" he said.

"This is a Youth Fest in not just knowledge but also in bringing out the talents," the Chief Guest said making the point that interactions such as these will increase self esteem as also bring out the "passion" of participation.

In her Presidential Address, Dr. Jayashree Suresh stressed that exposure of youngsters to institutions of higher learning like SRM University is critical to an educational future. Calling on school children to hone in on the managerial skills, Dr. Suresh said that competitions like Upheaval '13 was an opportunity for students from one school to interact with other schools.

"Participation is the key. Winning or losing is not. The fun is in participation", she said.

Welcoming the gathering of school students, the Director of Faculty of Science and Humanities, Dr. R. Balasubramanian, pointed out the importance that SRM University placed in reaching out to the "happy youngsters" who were likely to be a part of the SRM Family of Educational Institutions in the future.

"Our Founder Chancellor will be very happy with this programme. As you may be

aware, he started the SRM tree of educational institutions with the Florence Nightingale School which continues to thrive. The Chancellor and his family are totally committed to the cause of education", Dr. Balasubramanian said.

The Director of FSH called on the various faculties, disciplines and departments to make it a point to reach out to the schools with a view to creating an awareness of what was available in the realm of higher education—both in terms of courses and career prospects. "SRM University will be keenly involved with schools in a variety of ways in this regard", he said.

Rev. Father Gregory Devarajan, Principal of St. Mary's Anglo Indian Higher Secondary School presided over the Valedictory Function stressing that there is nothing to be lost when taking an initiative to help others. "There is always a hidden benefit to that contribution", he maintained.

Dr. Jothikumar, Associate Dean of the faculty of Science and Humanities gave the valedictory address and distributed the prizes to the students for the different events. St. Mary's Anglo Indian Higher Secondary School walked away with the Overall Championship Trophy.

Aging with grace

Staff Reporter

Aging is a fact of life which does not take place all of a sudden. It is definite for all individuals in the normal course of lifetime. To commemorate World Mental Health Day Department of Psychiatry SRM MCH & RC organized a symposium on "Mental Health and Aging" with Prof. Thirunavakarasu, HoD, Dept of Psychiatry, saying that happiness in old age depends on the following three states; 1) Good physical health, 2) Sound Mental Health and 3) Social harmony of congenial relationship in the family and society.

Padma Bushan Prof Saradha

Menon was the chief guest, the Pro VC inaugurated and the Dean presided over the function. The various facets of aging process were spoken in detail by Prof Ebenezer William, Prof A. Sundaram, Dr. S. Anandha Lakshmi and Dr. S. Sivabalan, Dr. K. Gireesh Deputy Dean /VP all of whom highlighting 16 "tips" to have a healthy mind as one advances in age.

1. Take enough rest, Do not work beyond your limit of tolerance. A good relaxful short rest will be rejuvenating.
2. Eat a balanced diet which supplement the needed calories as per your work schedule.
3. Exercise adequately, Beyond the age of 45 years walking

is the best form of exercise (walking 30 minutes in the morning and 30 minutes in the evening will make one fit all through the day). Do stretching too.

4. Keep the body clean. A warm water bath daily is quite useful.
5. Take medication regularly and also have regular health check up once in 2 or 3 months. If one is not ill then twice a year will suffice.
6. Stay away from smoking and drinking alcohol. Both are poisons destined to destroy the beautiful physiological system that has been bestowed on human beings.
7. Do what you like and like what you do.
8. Do volunteer to help the needy. This gives you immense

satisfaction and happiness.

9. Spend quality time with your family especially with grandchildren. If one doesn't have, then have a pet to play with. To be loved and to shed love can make you feel good about yourself and give you a sense of self-improvement and self-accomplishment.
10. Learn something new everyday and try to recall. This helps improve the recent memory which declines as age advances. By exercising the brain this way one can avert memory loss.
11. Find a good listener to listen to your good and bad experiences. It is like a mental catharsis. It makes you feel happy. Also as you do this please lend a patient listening ear to the problems of others too and try to give advice based

on your own experience. This interaction gives one a feeling of being heard and also a sense of being wanted.

12. Give frequent compliments to one's self and also to people around.
13. Have a positive frame of mind which boosts one's immune system.
14. Listen to music which you like and do meditation too. Music soothes the mind and also has a calming effect.
15. Pray
16. Never remain idle too long or sit in isolation. Try to have a daily plan that keeps you busy.

Accept the aging process as it evolves and age gracefully!



The Vice - Chancellor, Dr.M.Ponnaivaikko inaugurating 'The Bazaar'

"The Bazaar - A Retail Expo" - First of its Kind in SRM

A Staff Reporter

The Bazaar - A Retail Expo was organised by the Centre for Retail Excellence, School of Management. The Vice Chancellor, Dr. M. Ponnaivaikko inaugurated the "The Bazaar" and the occasion was graced by Dr. N. Sethuraman, Registrar, and Dr. Balasubramanian, Director - Faculty of Science and Humanities. The event was steered by Dr. Muthamizhchelvan, Director, E&T, Dr. Jayshree Suresh, Dean, School of Management, and Dr. V.M. Ponniah, Associate Academic.

The stalls offered a variety of products from clothing, accessories,

books, food, fun and games and much more. There were 21 student entrepreneurs' among 38 stalls with an approximated investment of ₹ 2,50,000 for two days. There were three women entrepreneur teams who efficiently participated and made profit in the clutter of stalls. Motor giants like Maruthi and Yamaha also added a touch to the event. Social value programmes like AIDS awareness were conducted.

It provided immense learning experience to the students and built up their confidence to be fully fledged entrepreneurs. More than profits student entrepreneurs took home much learning, new friends and memories for life.

Participants were awarded by the team of jury on the following four categories; The Best Product line, The Best Visual Merchandise, The Best Innovation and Best Participant.

The events had about 16,000 footfalls and the Facebook page had hit of 5000 in two days. The sales by the student entrepreneur was projected at ₹ 4,00,000 in two days. "The Bazaar" has engraved its name on the walls of SRM, through the tireless efforts of Prof. Densingh Joshua Israel, Prof. Pradeep and Prof. Muthu Pandian, under the guidance of Dr. Premalatha (Head-Marketing), along with a 12 member student team.

Bioyantra 2013

A national symposium by the Department of Biomedical Engineering

Arjun B. Narayanan

'Bioyantra', a National Symposium on Medical Devices was held recently to address various issues regarding the development and use of modern medical devices. The Chief Guest for the inaugural ceremony was Mr. S. Shankar, Director-Customer Service of Philips Healthcare India Limited. The ceremony began with the welcome address by Dr. M. Vairamani, Dean, School of Bioengineering. Dr. C. Muthamizhchelvan, Director, faculty of Engineering and Technology delivered the presidential address. Dr. M. Anburajan, Professor and Head, Department of Biomedical Engineering, then addressed the gathering. The inaugural ceremony ended with Ms. P. Vinupritha, Organizing Secretary, Bioyantra'13 giving the vote of thanks.

The first day's schedule had guest lectures by Mr. Ganesh P. Sabat, CEO, Sahajanand Medical Technologies Private Limited, Mr. Ashwin Benegal, President-India and SAARC countries, Merit Medical Systems India Limited, Dr. G. S. Bhuvaneshwar, Director-Innovation and Education, Trivitron Healthcare Private

Limited and Mr. Hemant Anand, Business Unit Director, Karl Storz Endoscopy India Limited.

A demonstration on the usage of Medical devices was also held on the first day. The next day witnessed a series of guest lectures by Mr. Som Panicker, Vice President, MRI Division, Sanrad Medical Systems, Dr. Ashish Mittal, General Manager India, Sirona Dental Systems India Limited, Dr. J. Vijay Venkatraman, MD and CEO, Oviya Medsafe Private Limited, Dr. Capt. M. Kamatchi, Former Director of Medical and Rural Health Services, Tamil Nadu Health Systems Project, Mr. Shankar Das, Senior Application Specialist- Molecular Imaging, Wipro GE Healthcare India Limited and Mr. S. Ananda Sitaraman, General Manager, Beacon Meda India Limited.

Bioyantra'13 concluded with the valedictory ceremony with Dr. M. Anburajan, Convener, Bioyantra'13 giving the welcome address and presenting the Bioyantra'13 report. The valedictory address was given by Dr. Ashish Mittal and Dr. M. Vairamani gave away the certificates to participants. The event formally concluded with the vote of thanks by the Organizing Secretary, Mr. S. Gnanavel.

Understanding culinary art of other countries important ...Vice Chancellor

Staff Reporter

To offer innovative teaching methods on culinary art through activity based learning, the Institute of Hotel Management, SRM University organised an Italian gastronomic workshop on its campus at Kattankulathur near Chennai recently.

The event was organised as part of university's collaboration with International school of Italian cuisine ALMA to provide exposure and impart Italian culinary skills to the hotel management students.

The University signed a MoU with ALMA in the presence of Mr. Sunny Menon, Managing Director of ItoI Business Perspective Consultancy, Mr. Ricardo Carrelli, Managing Director of ALMA International School of Italian Cuisine and Dr. D. Antony Ashok Kumar, the Director of SRM Institute of Hotel Management.

Speaking on the occasion SRM University Vice – Chancellor Dr. M. Ponnaivaikko said that such workshop was important for the students to understand the culinary art of other countries. The Vice-Chancellor said that Italy was not just famous for its dishes around the world but it was famous for its healthy cuisines along with other countries like China and Thailand.

Dr. Ponnaivaikko said that Indian food also had a long history and it was evident from the fact that South Indian delicacies were famous all over the world. The Vice-Chancellor said that people were able to try various things due to cultural exchanges beyond boundaries. Stating that SRM University Hotel Management won many National and International accolades, he urged students to make the most of the opportunity and learn various cuisines to explore the world of food for a good professional career.

SRM Institute of Hotel Management Director Dr. D. Antony Ashok Kumar said that the aim of the workshop was to highlight the popularity of Italian food as cuisines like pizza, pasta and macaroni were very popular in India. He said that the speciality of Italian dishes were its simplicity involving 4 to 8 ingredients with the combination of cheese and vine. He said that



SRM University Chancellor Dr.T.R. Pachamuthu, Vice-Chancellor Dr. Ponnaivaikko, SRM Institute of Hotel Management with Chef Bruno Ruffini of Alma International School of Italian cuisine at the Italian Gastronomic Workshop organized by the SRM Institute of Hotel Management at the SRM University, Kattankulathur.

Italian cuisines were diversified and the workshop was a good opportunity for the students to learn the cuisines and culture of Italy.

Chef Bruno Ruffini, ALMA International School of Italian Cuisine said that Italian cuisine might look simple but involved lot of preparation and strong

technique. He said that the philosophy of food making in Italy was to prepare from the heart and the workshop was a good platform for students to learn the art of cooking as well as serving.

Speaking on the occasion, Regional Director of India Tourism, Shoeb Samad said that for the

last five years, the metamorphosis of the Indian tourism industry brought many gains along with job opportunities. He said that the growth of tourism industry was evident from the number of tourists visiting India.

Stating that 6.29 million tourists visited India in 2011, he said that the number went up to 6.58 million

in 2012 with a growth rate of 4.3 percent. He said that the Ministry of Tourism's Incredible India initiative and media campaigns targeting potential markets was to promote and publicise Indian tourism across the world. He said that tourism industry was an economic driver and hospitality sector needed more human resource to meet future demands of the industry.

Principal of IHM, Chennai, Rajmohan stressed the importance of food as basic requirement according to noted psychologist Abraham Maslow's need hierarchy. Urging students to observe the preparation of various foods, he stressed on the importance of understanding why the food was prepared.

He said that the main ingredients of a culinary art were presentation, simplicity, love and affection as it was meant for satisfying a person for whom the food was prepared. He said that the workshop was a combination of challenge and progression to face the competitive world of food making.

Corporate chef of Hotel Rain Tree, Mark Crocker, General Manager of Hotel Trident, Amit Khare, Executive Chef of the Trident, Chennai, Sundar Sudharsan and General Manager of Ramada Hotel, Chennai, Prakash Chandran were also present on the occasion.

SRM Institute of Hotel Management in Italy

Staff Reporter

The SRM Institute of Hotel Management signed a Memorandum of Understanding with ALMA-The International School of Italian Cuisine to exchange culinary knowledge among students and faculty. ALMA has its headquarters in the ducal palace of Colomo (Parma) and is a leading center for education and training in Italian cuisine, pastry and sommellerie. As a part of the MOU, the SRM Institute of Hotel Management received a personal invitation to attend "ALMA VIVA", a workshop held in Colomo, Italy, this year.

ALMA VIVA is an yearly food festival that celebrates Italian Cuisine with meetings, demonstrations and cultural gastronomic events. It plays



SRM IHM in collaboration with ALMA, the International School of Italian Cuisine

host to cooks, teachers, students, journalists, institutions, and companies that support its activity in Italy and in the world. As a part of the workshop, the Director of the SRM Institute of Hotel Management, Dr. D. Antony Ashok Kumar gave a presentation on Indian Cuisine

and Culture, and also spoke about the SRM Institute of Hotel Management.

Adding another feather to the cap Chef Nageswaran of SRM IHM prepared a four course ethnic Indian spread for the students of ALMA in a culinary workshop.

Minimising the use of animals in research

R.Aishwarya

SRM College of Pharmacy, Department of Pharmacology organized a Continuing Pharmacy Education programme focusing on the topic "Replacement of Laboratory Animals in Research" by Dr. Thanga Tamil Vanan, Professor & Head, Dept of Livestock production and Management, Madras Veterinary College.

The importance of 3R in Livestock maintenance was highlighted in the seminar. 1R stands for Replacement of animals by adopting invitro cell culture techniques, 2R-denotes Reduction in number of size animals to be limited and the 3R implies Refinement of modern techniques to minimize or eliminate pain in the animals in order to enrich the environment.

Thinking beyond one's own department

Priyankadevi Mohankumar

"A well-presented paper. Neatly articulated and clearly explained" said Professor Pradeep Kumar Mallick, the chairperson of IEEECSE.

These words were in response to a paper submitted by Masha Chandrasekaran, third year Computer Science Engineering. She won the Best Paper Award in the National Conference on Innovations in Electrical,

Electronics and Computer Science Engineering (IEECSE) held in Bengaluru. After extensive peer reviews, her paper was sent to the Association of Researchers and Scientists on "Use of Infrared in Image Transmission from Mobile phone to Television" which was elected out of the two hundred and fifty papers submitted. With more than forty competitors for oral presentation, the paper was selected as the Best Paper of the conference.

Says Ms. Chandrasekaran, "This paper doesn't fall under the computer science ambit at all. Interest in wireless communication prompted me and my co-author Ranganatha Rao into taking up an electronics subject and research on it. I personally feel that students should focus on pursuing their areas of interest rather than what is conventionally acceptable." Now they would focus on their future plans to submit their paper at the International Conference which will be held in Kuala Lumpur.

I personally feel that students should focus on pursuing their areas of interest rather than what is conventionally acceptable.



Former president of India Dr. A.P.J. Abdul Kalam and SRM University Chancellor Dr. T.R. Pachamuthu handing over a memento to eminent film director Thiru K. Balachander at the 60th anniversary celebrations of Anbu Paalam held at the SRM University, Kattankulathur. Also seen are Anbu Paalam founder P. Kalyanasudaram, SRM University Vice-Chancellor Dr. M. Ponnaivaikko and Nalli Silks owner Mr. Nalli Kuppuswamy.

Anbu Paalam... serving society

Staff Reporter

Mr. Paalam Kalyanasundram is a philanthropic man with selfless deed. Sixty years ago he established "Anbu Paalam" a charitable trust doing service for society. To appreciate its selfless contribution, SRM University had organized a function to

celebrate its "Diamond Jubilee" at T.P. Ganesan Auditorium, SRM University, Kattankulathur, recently.

Dr. M. Ponnaivaikko, Vice-Chancellor, SRM University, Chair of the "Diamond Jubilee" celebration organised the programme with Dr. A.P.J. Abdul Kalam, former President of India,

presiding over the function with his presidential address. The Founder Chancellor of SRM University, Dr. T.R. Pachamuthu, and Padmashree Nalli Kuppuswamy delivered the special address.

Life-Time-Achievement award by "Anbu Paalam" was given to the veteran Director K. Balachander.

New comers bag Best Innovation Award

Staff Reporter

Around 80 teams from Engineering Colleges across India participated in a 3-day show of strength, intelligence and endurance in Efficycle 2013, an inter college event on design and fabrication of an environment friendly human cum electric power driven mobility solution, conducted by SAEINDIA (Society of Automotive Engineers INDIA) Northern Section at UIET, Punjab University. The level of the event was raised and participants were seen struggling to keep up with the stringent checks. The first day was marked by Technical inspections, Brake tests and Go-No-Go checks and teams clearing these checks were only allowed to participate in the dynamic events. This was followed by static events like Design and Cost evaluation, Marketing presentation and Innovation round. Team Druta Racing comprising of Bandaru Sree Harsha (Captain), Abhishek Mishra, Yashank Bhavsar, Vishesh Keserwani, Manish Sahani, Ayushman Dehingia, Abul

The team felt really privileged when Mr. I. V. Rao (Chairman, SAEINDIA-Northern Section & Chief General Manager at Maruti Udyog Ltd.) came and listened to the team members explaining the innovations with keen interest.

Hasan, Sai Srinivasa Kalyan & Faculty Advisor Mr. C. Rajesh, all from Mechanical Engineering, immediately caught the eye of the judges in the Innovation round with their out of the box design features like bell crank suspension, universal joint in adjustable and shiftable steering, drive shaft used in efficient power train and as a fulcrum for suspension, new design of Plummer block.



Team Druta with their award

The second day saw teams battling it out in dynamic events like Acceleration test, Utility test and Gradient test. The team performed well in these tests.

The third and final day of the event saw the much anticipated Endurance test, in which only 50

out of the 80 registered teams lined up at the grid due to technical breakdowns or disqualifications of the remaining. The team with the able driving and indomitable spirit of the drivers Abul Hasan (a.k.a. Mr. Stamina) & Abhishek Mishra performed well in the 120

minute long test. The 1.7 kilometre long track which comprised of mud, gradients and sharp turns tested the vehicle to its limit but the design of the vehicle was such that it was completely stable and had incurred no damage. The team felt really privileged when Mr. I. V. Rao (Chairman, SAEINDIA-Northern Section & Chief General Manager at Maruti Udyog Ltd.) came and listened to the team members explaining the innovations with keen interest. As the award for the Best Innovation was announced the team was ecstatic and at the same time, proud that their months' of hard work in designing and fabrication of the vehicle had paid off. Team Druta Racing, who began the event as a debutant, justified the tagline of Efficycle 2013 "Prove the potential" and registered themselves among the winners at the national stage.

Team Druta Racing thanks Dr. N Vasudevan (DEAN - E&T), Prof. C. K. Lakshminarayanan (HOD, Mechanical Engineering), all the faculty members and the management of SRM University, Vadapalani for their consistent support and guidance and finally the team members, whose never-ending endeavours made this project a huge success.

Conceiving the Infinite - Aaruush '13

Sanju Mathew
Shruthi Vatsyayani
Tryphena Sharon Augustine

A colossal structure of a radiant sun, the Aaruush insigne, inspired love at first sight. Adorned with lanterns, numerous creative posters and huge hoardings, the campus was plain mirabile visu, brimming with excitement. What starts well ends well and the start of Aaruush '13 was nothing short of spectacular.

At the inaugural, Editor of The Hindu, Mr. Siddharth Varadarajan, led the audience into a thought process with his take on how India is today and how we would envision the country 10 years down the line. Following which, a talk on how ISRO works by Guest of Honor, Dr. M.Y.S. Prasad, stimulated not just grey cells, but also stressed upon how even the biggest things have the smallest of beginnings. His discussions on ISRO's projects and achievements included a detailed presentation on the development of the various launch vehicles of ISRO. The inaugural culminated with performances by a dance troupe from the NGO, WEEDS and the SRM Music Club. The Aaruush Fireworks show ensured that Aaruush '13, the seventh edition of SRM University's national level techno-management fest kicked off with a bang.

The participation of 19,000 students from all over India ensured that Aaruush '13 was bigger than ever, truly adhering to its theme – Aaruush towards infinity. As many as 42 events were conducted across a myriad of 9 domains - BlueBook, the bio-engineering domain, Yuddhame, the coder's haven, Konstruktion, the macro engineering section, Robogyan, Magefficie, for the management gurus, Praesentatio, for those who know how to talk the talk, Fundaz, which was all about fundamentals, X-Zone, the only non-technical domain and Online, which catered to online events.

The first day of Aaruush included

The Founder Chancellor, SRM University inaugurating Aaruush '13 (right)

A peak into the various events.



an interactive guest lecture by Mr. Aakash Sinha, Founder and CEO at Omnipresent Robot Tech who spoke about the achievements of his company including the construction of bots, specifically designed for cleaning the Ganges River. Other highlights featured a Kalari performance, a martial art native to Kerala and other folk performances such as Thappattam, Karagattam and Silambam.

The most awaited feature of Aaruush, the Proshow was held on the second day of the fest to a packed auditorium comprising an audience of 3000+. Spontaneous Fantasia by J.Walt, a Los Angeles based graphic artist transcended the boundaries of our imagination in an exhibition of digital animation, combining elements of art, music and theatre. Speed Painting by Vilas Nayak, an internationally acclaimed speed painter and finalist of India's Got Talent



3 left the audience speechless as he completed each portrait under 3 minutes with both speed and precision. Lastly, the laser show held by Laser Tech India surpassed expectations.

India's first woman scientist to head a missile project, Dr. Tessy Thomas, Project Director for the Agni-IV missile, fascinated the crowd with her knowledge of long range ballistic missiles on the third day. Mr. Krispian Lawrence, innovator and co-founder of 'Le Chal', a shoe specifically designed to help the blind navigate independently using GPS by connecting their shoes via Bluetooth to a Smartphone, explained the working of his potentially life-altering creation. Nitin Gupta a.k.a. Rivaldo

conducted Main Quiz and later performed standup comedy for Comedy Night.

Aaruush '13 boasted of 7 workshops spread across all 4 days. Webpreneur covered an interesting concept of combining IT with entrepreneurship. Following its grand success from the previous edition of Aaruush, Hacktrack on ethical hacking by renowned ethical hacker Sunny Vaghela gained instant popularity. Amongst other workshops, Bridge Design and Fabrication focused on civil engineering. Augmented reality was about creation of virtual reality by use of computer generated inputs. Mobile Botix and Transformer Botix dealt with mobile robots and a blend of technologies involved

in building a bot respectively. Who Shot Sherlock was a workshop primarily on forensic sciences and anthropology. The traditional Aaruush event, Unconference unlike a usual conference involves a great amount of interaction between the audience and panel. For the first time ever, Aaruush played host to two Unconferences namely Social Media: LOL or SOS and The Indian Education System and its student. The curtains came down on the four day techno-management fest with the Valedictory ceremony which was presided over by Dr. Prahada, Vice-Chancellor of the Defense Institute of Advanced Technology (DIAT) followed by a spectacular fireworks display coupled with the release of sky-lanterns by Team Aaruush.

Persona Non Grata

Tryphena Sharon Augustine

I was getting a little tensed. I wasn't able to find my college bus in its usual place and it was time for the buses to start. Almost pounding the keys, I made a call. In a calm voice, the friend assured that it hadn't started. Just when a little calm sank in, to my horror, I saw a bus leaving. Ambling into a trot and breaking into a run, all in a few seconds, I saw my bus whiz past. I was insane. Not that there was no other choice to reach home but that I had casually killed half an hour chatting with a friend pained me. Signaling another bus to stop, I heaved into it aiming to catch my usual bus in the main campus. Making calls and answering, I desperately asked my friend to convince my bus driver to stop for a minute. The bus I had got in halted and I ran to my bus breathlessly. I had to go and sit in the driver's cabin- in the seat adjacent to the driver's.

For those of you who are wondering what's this all about? Well, until now, nothing; however what followed is worth the share.

As I sat down, the driver started a friendly conversation asking why I had missed the bus and if it had been because he had not parked it in the usual place. The atmosphere was warm without A/C. Then he asked where my father worked, about my friends who were of the same stop. When the bus stopped in a signal, another person joined us. Prior to his arrival, my driver introduced him as our bus cleaner. Boy! I didn't know my bus had a cleaner! After a while as my

stop neared I thanked him and got down. The conversation, though tacit, had got me thinking that he seemed to be someone who did his duty day in and day out diligently. To me, a driver who extended care and concern in driving us to and fro. I realized a personal acquaintance

The little, but striking realization touched me. How many who were actually passing glimpses to us were carrying out their duty and short of gratitude. My fingers all opened up in counting. The Bus driver, the cleaner (!), lift operators, the lady who guards our bags during exams, the irate man at Java junction who sees that none of us meet with an accident with his shrill, ear-piercing whistle, the woman who quenches our thirsts during the exams (a much awaited distraction) -- the list goes on.

I think that as a step towards humanity we can extend accords of acquaintance, in the least acknowledgement to them. A word of thanks, or excuse when needed, or a simple smile makes a difference. At times they tend to flare up, well, who doesn't? Glaring but unnoticed their anger is justified: they are rarely showered appreciation. Indifference, arrogant mockery and rebuttal must not be belabored against them. On the other hand, a showy, Grinch-like stooping smile would be blatant condescension. We do not greet our teachers like that, do we?

We feel better when we are patted friendly for a good job done. In every aspect they need it too. Doing, as we would be done by.



The Guests along with the proud team of Abhigyan '13

Celebrating creativity & expertise

Staff Reporter

Abhigyan'13 is a Students National level technical symposium conducted by the ELECTRUM, Association of Department of ECE of SRM University, Vadapalani recently. This technical terranova of SRM aims to unleash the latent knowledge and celebrates creativity and expertise in Electronics providing a firm platform to unravel the hidden knowledge and encourage the young minds.

The Inauguration of the Third edition of ABHIGYAN started with taking the blessings of the almighty. This was followed by the Welcome address by the Electronics and Communication Engineering Head of Department Dr. C. Gomathy. She highlighted the features of Abhigyan'13 and the technical symposium was off to an auspicious start with the lighting of the Kuthuvizhaku by the Chief Guests. Then our Dean, Dr. N. Vasudevan gave the presidential address. He appreciated the efforts taken by the entire Abhigyan team and the H.O.D to make the event possible.

The gathering was honoured by

the presence of Dr.S.Shanmugavel, Former Registrar, Professor, ECE Department, CEG, Anna University, Chennai and Dr. G.Kannan, Former Additional director, Robotics division, CVRDE, Avadi who are pioneers in the field of Electronics and Communication. They showered us with their knowledgeable words of wisdom and taught us the basic concepts of broadband communications, MIMO-OFDM, cognitive radio, the future digital communication and nanotechnology.

Then the staff Coordinator, Mrs.A.Shirly Edward shared about the origin of ELECTRUM. In her speech, she gave the gathering a firm insight on how this symposium gradually grew to this technical terranova. The inaugural function concluded with vote of thanks by Akshay Bolia, the student secretary.

"ADHYAAY" wall magazine of the department was inaugurated. Adhyaay is introduced mainly to showcase the talents of our students in technical and non-technical areas. It will also have articles by the staff, students latest trends in the electronics and

communication and Departmental activities.

We had events like Tekthesis (paper presentation), Pariyojana (project exhibition), Hackathon (microcode programming), Stratagem (circuit debugging), cerebra (quiz), nizharpatkalai (online photography), frames to fame (short film) and blitz krieg (gaming). We had also arranged for workshop on Arduino and workshop on PSOC by Dr. J.Jayapandian, Head, E&I group, Materials Science division, IGCAR, Kalpakkam, which was well received by participants from various colleges..

This year we received more than 250 papers from all over the country for Tek thesis, out of which we have shortlisted 108 papers and segregated the into four technical sessions. For Pariyojana, we received nearly 40 projects and shortlisted 14 projects. Nearly 800 students from all over the country took part in the symposium. The symposium concluded with valedictory function at 4.00 PM on 13th September 2013.

SRM mini projects ignite young minds...

Satyaki Ganguly

The Forum of Sciences (The Science Association) of Department of Physics, SRM University, Ramapuram organized a Mini Project Contest and Science, Engineering and Technology Exhibition in association with Tamil Nadu Science and Technology Centre, Chennai recently. Our forum serves as a platform to exhibit the students creativity, originality and their innovative ideas. The forum welcomed multidisciplinary projects from I & II year B.Tech students.

Dr.T.S.Sampath Kumar

Professor & Head, Medical Materials Laboratory, Department of Metallurgical and Materials Engineering, IIT Madras and Dr.L.Karunamoorthy Professor & Head, Department of Mechanical Engineering, College of Engineering Guindy Anna University, Chennai were invited as judges. Dr.L.Sudha, Professor and Head, Department of Physics, welcomed the judges and students.

Around 350 Students participated and 90 Mini Project working models were displayed. after close scrutiny, Mr.Prateek Mantri, and C.Mouna Chimata from ECE- B of I year B.Tech got

the First prize for their working model titled "Vortex Induced Vibration Electricity Generator". Aninda Halder from EEE-A and Ajoy Ghosh from ECE-D got Second prize for their working model titled "Evolution of Physics -Photobots". Aravind Raju and Syed Matheen from Mech-F got Third prize for their working model titled "Line Follower Robot using LDR".

In association with Tamil Nadu Science and Technology Centre, Chennai, a Mini Planetarium and Table Top Scientific Exhibits were arranged along with the mini projects exhibits. About 600 Students from nearby schools

visited our campus to witness the mini projects and Mini Planetarium and the projects inculcated a sense of curiosity in them. They acquired knowledge about the solar system and evolution of life on watching the mini planetarium shows.

At the Valedictory function, Dr.V.Subbiah Bharathi, Dean and Dr.L.Antony Michael Raj, Vice Principal, SRM University, Ramapuram offered their felicitations. Dr.V.Anbarasu, Assistant Professor, Department of Physics delivered the Vote of Thanks.



First prize winners with Dean, Vice Principal, Dr T S Sampathkumar, Professor from IIT Madras and Dr. L.Sudha, HOD

TCS best project award to Easwari Engg. students

Staff Reporter

'Automation of Scansorial Harvesting Device', a project involving testing of robot to climb trees and pluck coconuts and fruits, has bagged the best project award of the Tata Consultancy Services (TCS).

The robot was developed by the ECE final year students of the Easwari Engineering College, part of the SRM Group of Institutions. The students-Sanjushree, Nityathi and Nandhini-received the best project award from TCS Vice-President and Global Head for Talent Development Thomas V Simon at a function held at the college premises here.

The award carried a cash prize of ₹ 20,000, which was shared equally among the students and a gold medal each. The award was instituted by the TCS to promote innovation and novel concepts in designing a final year project among the engineering students.

Sanjushree said they were involved in the project for about two months and the robot could climb a 60 to 70 ft high limbless tree in about 15 minutes.

"The prototype developed was successful as it was able to grip a tree and move vertically along the tree, pluck ripened seed or fruits for the benefit of farmers", she added.

Speaking on the occasion,



The Founder Chancellor, Registrar, SRM University along with Thomas V. Simon, Vice President and global head for Talent Development and Dr. A.K. Pattibaraman, Head Accreditation Process (South India). Congratulating the Best Project winners.

Mr. Thomas V. Simon, Vice-President and Global Head, Talent Deployment, Tata Consultancy Services, said the whole process was the search of excellence for which the spirit of innovation was important and it should be pursued with great deal of ethics.

"This will foster research activities in a greater way that will lead to invention, which

will be useful to the society and the common man", Dr. A K Pattibaraman, Head, Accreditation Process (South India), Academic Interface of Tamil Nadu, Tata Consultancy Services, said.

SRM University Chancellor and Founder Chairman of the SRM Group of Institutions, Dr. T. R. Pachamuthu, who presided over the function, said that the

three students were role models for others.

SRM University Registrar Dr. N. Sethuraman, Mr. Thomas V. Simon, Vice-President and Global Head, Talent Deployment, and Dr. A K Pattibaraman, Head, Accreditation Process (South India), Academic Interface of Tamil Nadu Tata Consultancy Services also participated.



Priyabrata Sundaray and Pratibha Rajan at the IEEE Conference

SRM University Students bag 3rd Prize in IEEE Conference

Anup Saboo

Two Students of SRM University bagged the third prize in the IEEE South Asia conference on Humanitarian technologies, organized in Trivandrum. IEEE Global Humanitarian Technology Conference is a flagship conference of IEEE (Institute of Electrical and Electronics Engineers). The conference aimed at promoting science, engineering and technology as key to development of solutions for disadvantaged communities and to foster networking and cooperation in the field of humanitarian technologies.

Priyabrata Sundaray and Pratibha Rajan from the Department of Electrical & Electronics Engineering participated in the conference and achieved the third position. Talking to Spectrum about their presentation, they said, "We presented a poster on PHCATM: A medicine vending medicine, a product that can accurately and efficiently find relief for common symptoms and provide real time suggestions." They also said PHCATM facilitates the citizens with first aid, medicines, vaccine reminders, and online health checkup to aid the present PHCs (Primary Health Centre), which cater to more than 20 villages or on an average 30,000 people.

Launch Pad for a successful future

Laasya Dhandapani

With the final exams just months away, class 12 students straddle different worlds- science, commerce and humanities, working to get the very best out of their exams. They simultaneously have to make a very important decision - 'What to study next and where?'. Given the plethora of courses colleges have to offer and a myriad of job opportunities, these students often find themselves at crossroads. With this in mind, the Career Development Centre, SRM University organised Launch Pad' 13, a career counselling programme for +2 students. Over 1,300 students and 60 teachers from about 11 schools in Chennai participated in this programme.

The objective was to provide a platform for class 12 students to make decisions and choose venues after schooling. The inaugural address was delivered by Dr. M. Ponnaivaiko, Vice Chancellor, SRM University. This was followed by career guidance provided by Thiru. Pon

Dhanasekaran, Joint Editor, Puthiya Thalaimurai Kalvi Magazine. He threw light on a variety of courses and government exams. Thiru. Balaji, Tahsildhar, Educationist, Chennai Corporation, provided tips for scoring better and handling exam pressure. He also explained the approaches to be adopted for different subjects. Mr. Raja Krishnamurthy, Motivational speaker and Actor, Mr. Shakthivelu, IPS, Inspector General of Police, Tamil Nadu Police Training Academy delivered speeches

and held interactive sessions in which students came forward to raise queries. All the students were provided with a 'career chart' which gave a bird's eye view on the courses offered by colleges, eligibility, scholarships and the likes.

In the years to come, the Career Development Centre aims to increase the number of participating schools so that many more students benefit from the programs.



The Registrar, SRM University, at the programme

“Associate and Aspire to Achieve”- STC

Satyaki Ganguly

STC, Student's Technical Consortium, is the platform that students of SRM may have been waiting for to explore the technological nuances. An initiative of nine final year students from various departments of Engineering to provide all those interested to pursue technical excellence, the impetus goes by the motto of Associate-Aspire-Achieve.

The founder members have stated that STC is not a mere association but intends to incubate innovation and groom innovators, give them sense of belonging and in turn help them focus on their intended goal. “Friends will benefit and SRM shall be enriched with budding technical experts. By leading students to take the leap towards their dream, we hope to inspire the community to learn and inculcate knowledge in the right spirit,” said Anirudh Mani of the Software Engineering Department, one of the co-founders of STC.

STC promises to put smiles on the faces of many students at

The Day “Google” became “கூகுள்”

Shaswath Sekar

Students sweating it out, fingers going numb and instructions being hammered out to them! Anyone having a quick peek into the room would have you thinking it was an ‘examination’. A closer look and you're clueless!

Google Nexus phones on the tables and the students scribbling away on them!

When Google comes knocking, of course, this is what one would expect! Linguistic Research was the aim, as the Emerging Market R&D team from Google had set foot into SRM University.

The event was held in the SRM Management Block and was conceived to analyse the different writing patterns of our native languages--in this case Tamil. These patterns would be used to strengthen Google's new application-g Handwrite, a beta feature which lets you write

your search right in the Google homepage. The students were asked to copy the Tamil phrases that appeared on their screens in their own handwriting style into the phones. About 500 words each were given to the students which covered all of the Tamil letters.

A total of 250 students participated in the research over the two days and the students were given a Google T-shirt each as a token of gratitude from the Google team. The event was organised by the Google Students Club in Co-ordination with the Placement Team, SRM University. The SRM Google Ambassadors Mohit Agarwal (Mechanical Dept.) and Swathi Sridharan (Software Dept.) lived up to their reputation by ably organising and making this event a huge success. After all when Google handpicks, they're the Best! Mr.S.S.Sridhar, Faculty Google ambassador and Mr.S.Venkatachalam, Placement Executive played a huge role in the efficient event planning!

நன்றி



The SRM Google Team with Supraja Venugopalan, Emerging Markets (R&D), Google and Mr.Venkatchalam, SRM Placement Executive.

SRM by enabling them to reach out to the stars--but only time will tell if they are a success story !

Unwinding the Double Helix!

C.Shaswath Sekar

Aaruush time, class rooms were empty and departments deserted, except for the third floor in the Bioengineering block. The Department of Genetic Engineering, SRM University, Kattankulathur conducted an Open Day event for engineering and school students.

Open Day, a concept more popular among universities abroad is the time during which the university is open to public for inspection.

The event was conducted under the guidance of Dr.M.Parani, HOD, Dept of Genetic Engineering and Faculty-in-charge, Dr.Megala Rajamani. Students with science background from various Higher Secondary Schools and Engineering Colleges were invited. The aim was to create awareness among them in the field of Genetics.

Students of Sri Venkateshwara Matriculation Higher Secondary School and Government IT School, Chengalpet, visited the Department and were introduced, to the basic concepts, techniques and opportunities in Genetic Engineering.

The student participants, numbered around 250, listened intently as the research scholars explained in brief, the different projects carried out in the laboratories. The research scholars explained the principles and instrumentations of the various equipments present in the Labs.

The event showcased the different projects carried out by the faculty and students of the Department in the form of illustrious posters. Activities including solving puzzles and crosswords were a part of this event.

Pallavi Gupta
Nandita Adityan

The three day event, Konvolve' 2013, organized by SRM University saw young scientists joining forces to come up with mind boggling ideas. Held this September, the intra -SRM multi-disciplinary technical project competition saw a massive turnout this year and received an overwhelming response. Comprising of three phases, the first phase saw 99 teams presenting their innovative ideas

in the form of paper presentations. The second phase involved the prototyping of these presentations followed by the third phase, which took with it only 22 teams. This phase saw the future revolutionaries bring their ideas to life.

Sky was the limit to the aspirations as there was a wide range of topics touched upon with each one of them having an edge over the other. While 'one of the teams, the marine tycoons' stood out for their unique

approach towards sustainable aquatic accommodation for humans, another team called the 'Team ARC', put forward a concept of wireless transmission of electric power.

The tough task of judging the teams on their merit was shouldered by a panel of judges comprising of scientists like Dr. N. Parasuraman from the M.S. Swaminathan Research Foundation, Dr. Arulbaskar. R and Dr. Muthukumar from Indira Gandhi Center for Atomic Research, and various department heads.

The favourite of the crowd was the assistant robot VIKI, which went on to bag the first prize. Inspired by the very famous iron man series, this robot was the product of five months of intense research and practical development. “We were ecstatic to see VIKI bring the larger than life experiences of Tony Stark into our lives,” said Simran Singh of Mechatronics department. His teammates Prasanna Athi and Nikunj Panchal were equally euphoric about the success of their joint venture.



The team of Viki walking away with the first prize.

21st KEMT – 2013

South India Level Inter Collegiate Tournament was organized by Karunya University, Coimbatore, recently. Volleyball Men Result: Quarter Finals, SRM University Beat Sacred Heart College, Tirupathur Score: 25/10, 25/8 League Result, SRM University Beat Karunya University, Coimbatore Score: 25/11, 25/12, 25/20, SRM University Beat, PSG CAS, Coimbatore, Score: 25/12, 25/22, 25/14, Final league, SRM University (Defending

Champion) Beat Loyola College, Chennai, Score: 25/17, 18/25, 25/20, 25/12

Last five years SRM Volleyball men's team has won Karunya Trophy Continuously SRM University secured second place in the following sport; Football (Men) - Runner's up. Basketball (Women) -Runner's up. Volleyball (Women) - Runners up

South Zone Inter University Chess Tournament 2013-14

South zone inter university chess tournament organised by SRM University recently. Final Ranking, 1st Place - Visvesvaraya Technological University, Belgaum, 16 pts out of 18 Pts, 2nd Place - SRM University, Kattankulathur. 14 pts out of 18 pts, 3rd Place - Anna University, Chennai 14 pts out

of 18 pts, 4th Place - University of Calicut, Calicut 13 pts out of 18 pts

Total Number of teams participated: 50 Total Number of Players : 286 (266 Boys & 20 Girls), Total Number of Titled Players : 3 (International Masters), IM R Ramnath Bhuvanesh (SRM

University)

IM Prasanna Raghuram Rao (SRM University), IM VAV Rajesh (SRM University), Total Rounds : 9, Topseed team of the tournament : SRM University, Topseed player of the tournament : VAV Rajesh, Rating 2402, University of Madras



The Chairman SRM Group, Mr. Ravi Pachamoothoo, and the winning VTU, Belgaum team.



The Chairman SRM Group giving away the Runners-up trophy to SRM University



The resource person with the staff and students of the department

New trends in IHRM

Staff Reporter

International seminars and workshops though not new to SRM, it is to the Department of Public Administration, one of the youngest of Faculty of Science and Humanities. This department organized a one day international workshop titled 'International Human Resource Management (IHRM)' recently. Participants included the faculty members of SRM and international students of the department who are serving the Education Ministry of Bhutan.

Mr. G.V. Nathan, Adjunct Head (HRM) and Senior Lecturer, Management Development Institute of Singapore, was the speaker for the event who has extensive experience in the field of IHRM as he serves as a guest faculty in several universities in Singapore and Australia. The programme began with a welcome note by Dr. S. Kalyani, Assistant Professor, Department of Public Administration, who introduced the speaker, followed

by the speaker's presentation and interactions.

The first session focussed on the impact of leadership on workgroup climate and performance whereas the second was on the relationship between work commitment and employee withdrawal retentions. Captivatingly, every session was filled with numerous examples from the current global affairs and that kept the participants intact. Interactions between the speaker and the participants were more of knowledge sharing rather than the traditional question-answer sessions. The positive impact of the sessions was evident as most of the students are employed.

The event ended with a vote of thanks given by the Head of the Department, Dr. C Gladson Clifford Joe. The programme was well received by the students who expressed their appreciation and desire for more such events in the months ahead. This will indeed be a career growth for the students.

At the helm...

Dr K. Vaithianathan has been appointed as Director of Sports of SRM University. He is the former vice Chancellor Tamilnadu Physical Education & Sports University, Chennai between August 2009 – and July 2012. Before that he was at Annamalai University as a Professor, Director & HOD, Department of Physical Education, for 20 years and Dean Faculty of Education 10 Years.

He has produced 3 International & 36 National Place Holders in Athletics while in service--A. Rajan (Gold Medalist 800 Mts Race in Asian Track field held at Tokyo 1981; Mr. R. Anadharajan (South Asian Gold Medalist & record holder in 100 mts dash



Dr K. Vaithianathan

and 4 X 100 mts Relay) who also secured Silver medal in Asian Track and Field in year 1989 & 1999; and Mr. J. Jayakumar won the 100 mts race in the Iran International meet in 1991.

The orange that oozed blood

Nandita Adityan

The snow blizzards of the January 1971 winter did not interrupt The Perrons from moving into their newly purchased dream farm house in Harrisville, Rhode Island. Roger Perron and Carolyn Perron along with their five high spirited daughters, the eldest being twelve, were more than excited about their enormously breath taking place which expanded up to 200 acres of land around the farmhouse. Little did they know that the coming years were going to bring with them, some spine chilling experiences.

The Harrisville farmhouse was believed to be a hub of supernatural occurrences that involved spirits of the previous owners running back up to eight generations of families that lived and died there. There were a dozen spirits in the house, some friendly and some ignorant. But the most dangerous and hateful spirit was that of Bathsheba Sheron who was also a resident of the house in the 1800s.

Andrea Perron, the eldest of

the Perron sisters, recalls her horrifying experiences and has penned down the ten years of their stay in that house in a 3 volume book 'The house of darkness-The house of light'. She believes the book is based on the perception and experiences of all of the 7 members of the Perron family. Talking about a few experiences in interviews she said, "Bathsheba saw my mother as a threat to her position as the mistress of the house. She took a liking for my father and tried in all means to shoo my mother outside the house. Things used to constantly move around the house on their own, we felt the spirits touching us and communicating with us. Some of the spirits cleaned the house and constantly made noises. There were times when walls used to disappear, pictures were knocked down and once an orange oozed out blood."

In the mid-seventies the Perrons tracked down the famous demonologists Ed and Lorraine Warren and approached them for help. It took Lorraine a battle of an eyelid to feel Bathsheba's presence in the house. Andrea

believes Bathsheba's spirit failed in morally breaking down her mother and thus tried to possess her. She saw Ed and Lorraine Warren as a major threat and all hell broke loose when they decided to perform an exorcism on Carolyn Perron. Carolyn was physically tortured and thrown twenty feet across the house. Seeing the exorcism fail Roger Perron immediately asked Ed and Lorraine to put a halt to the exorcism and leave. Lorraine Warren believes the major threat to the Perrons was the fact that they were not members of the church and did not believe in god. Thus this remained to be the sole unsuccessful case in the Warrens record.

The story of the Harrisville hauntings inspired the recently released movie 'The Conjuring' directed by James Wan which turned out to be a major hit. The movie however is based on the perception of the Warrens and shows a different end wherein the Warrens turn out successful in helping the Perrons. The house remains to be haunted as of date and remains to be inhabited.

numerous. Their ambition often took a toll on them emotionally and financially. Their parents and friends thought that it was a temporary vigour or youthful optimism and that it would fade away. But of course that's not what happened. Talking about their projects and endeavors, they told us about Followme 24x7. They wanted to make the future generations of students more aware and informed. All the information that a faculty member broadcasts reaches the student without the usage of Internet. Other than Followme 24x7, they are also the inventors of sites like evrystry.com, stupidstations.com, pagewage.com, etc. Most of these websites have close to 30 million regular viewers. They make it a point to reply to every mail from their viewers, be it complaints or appreciation. They don't spam their users and this dedication is what sets them apart from the others. Finally after a 55 minute long interview all we wanted to know is how we could become one of them and what tips would they like to give emerging dreamers like us. "Don't be afraid of following your dreams". With this we came to the end of the inspiring experience at Vatsana Technologies.

grew and built this company during their years in SRM. They found their calling in the 2nd year of computer science engineering and thus began their journey towards entrepreneurship. Ask them if the SRM connection helped and "ofcourse" comes the reply in unison. "Not only did we find each other, we also found our mentor and Vatsana's support system Mr. Ananth Kumar". "SRM is a pool of opportunities, its upto you to pick out the right ones for yourself". Considering that Vatsana is a computer application development company one is prone to think that the founders of such companies must have been programming prodigies. Here's the interesting fact, they weren't. They merely learnt about domain names in their second year and were curious to know more. It was this hunger for knowledge that made them research in depth. The hurdles they faced along the way were



Inauguration of Maamandur Satellite Dental Clinic by the Registrar

Inauguration of Maraimalai Nagar Satellite Dental Clinic

Staff Reporter

The Department of Public Health Dentistry, SRM Kattankulathur Dental College and Hospital takes immense pleasure in announcing the opening of its two Satellite Dental Clinics, one at Maraimalainagar and the other at Maamandur. The two centres were inaugurated on October 4th 2013 by the Honourable Pro Vice Chancellor (Medical), SRM University and the Honourable Registrar, SRM University, amidst the presence of Medical Dean, Medical Superintendent,

Dental Dean and Associate Dean (Dental) at the centres. The Pro Vice Chancellor and Registrar reinforced the need of community health care in catering the needs of patients of rural sector. The facilities at Maraimalainagar and Maamandur are equipped with dental equipments by which treatment is to be delivered at any given time. The Satellite Dental Units are attached to the medical departments at the centres and correspond to the requirement given by the Dental Council of India

SRM'S glowing entrepreneurs

Annapoorni Chandrashekar
NEC Team

On a rainy afternoon we, the students of SRM University entered the office of Vatsana Technologies in Urupakkam. We were here to interview VinaySinghal (CEO), ShashankVaishnav (CTO) and PraveenSinghal (CFO), who learnt,

It was this hunger for knowledge that made them research in depth. The hurdles they faced along the way were numerous. Their ambition often took a toll on them emotionally and financially

Enlightening Minds...EIEIA'13

Saipriya.S.D

New barriers were broken, when the still nascent Electronics and Instrumentation Engineering Department conducted a National Conference EIEIA'13 (Emerging Innovations in Electronics, Instrumentation and Automation), a meet that saw the participation of over 600 delegates. Mr. Nagendran Venkataraman, Chairman and Founder of Nagman Instruments and Electronics Pvt Ltd was the Chief Guest at the inaugural, along with Dr.Kingsley Jeba Singh, Dean, School of Mechanical Engineering, SRM University as the Guest of Honour. Mr.Nagendran spoke about the present scenario of electronics and instrumentation in

the industries and the importance of instrumentation engineers.

Events as a part of the conference included BarbWire, Servotech, Instrumania, Quiztric, Electropedia, etc. The 2 day conference saw 60 shortlisted students presenting their papers, which were judged by Mr.A.Rathinam, Asst Professor, EEE, Mr.Sam Jeba Kumar, Professor, ICE and the like. Over 300 students were a part of 3 workshops (PLC and SCADA, MATLAB and Digital Image Processing)

The organizing team of the conference were efficiently led by Dr.A.K.Jayanthy, convener of EIEIA'13 and HOD, EIE.