

SPECTRUM

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SRM University is really for research - Chancellor

Staff Reporter

Maintaining that education starts from the first grade and that research does not come about in one day, the Founder Chancellor of SRM Group of Educational Institutions, Dr. T. R. Pachamuthu, argued that the governments at the Centre and the State must be compelled to spend more money on research.

"Private Universities can only spend to some extent," the Chancellor told at a two day meeting of scientists and

delegates attending the Regional Science Congress of the Indian Science Congress Association jointly organized by the Chennai Chapter of ISCA and SRM University. The theme for the deliberations was "Innovations in Science and Technology for Inclusive Development".

The Founder Chancellor remarked that it is of no use to keep lamenting that no Indian University is listed in the top 200 in the world. "It is in the hands of the government. Research needs money and research does not



The Founder Chancellor, Dr. T.R. Pachamuthu, lighting the lamp

come about in one day. Instead of channeling revenues to research governments spend money on projects keeping the vote bank in mind", Dr. Pachamuthu said.

"And even within the context of the funds spent by governments, private universities are seeing a step-motherly treatment," he added. "Governments must be compelled to spend more money for research" the Chancellor said.

"Bright minds invest on research. SRM University is really for research," the Founder Chancellor said going on to make a point that SRM University was the first to launch a satellite and that several other projects are under process.

"Would you please explain as to how it is possible to set up a role model university in India?," is a question that is being continually asked of the Founder Chancellor when he travels outside Tamil Nadu. "The reason why we are able to do this is we place an

emphasis on quality improvement and promote research," the Founder Chancellor said stressing that those knowledgeable of SRM University's facilities, infrastructure and vision are keen on having the university's imprint in their area. The Chancellor pointed out that SRM University is now at Haryana and will be fully functional soon at Sikkim.

"It is a great responsibility to maintain our name and expectations of other governments," Dr. Pachamuthu said making the point that after hosting the 98th Indian Science Congress in January 2011, "the country started noticing us and started paying more attention to what we are all about." And the feedback in the last three years after hosting the major

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Mr. Narendra Damodardas Modi, Chief Minister of the vibrant state of Gujarat will be the Chief Guest at the Ninth Convocation of SRM University to be held at the Kattankulathur Campus on Feb 9, 2014 at 10.00 am

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international conference has been highly commendable. "Your hosting of the Indian Science Congress was the best. There is nothing comparable since then," the Founder Chancellor has been told.

Delivering the keynote address, Dr. V.Shanta, the Chair of the Cancer Institute in Adayar and a person who has passionately devoted all her life to fighting and preventing the spread of the dreaded disease, maintained that education is the key to advancing any issue or project. "The word cancer brings about panic and fear. It need not be so. Today 60 per cent of common cancer in India is preventable and highly curable," she told the gathering. "That cancer is incurable is a myth," she added.

Governments have played a role in coming to terms with cancer and steps have been taken to control tobacco products but that implementation is "totally inadequate," Dr. Shanta said. "Get rid of tobacco. If you are



The Chancellor at the book release along with other dignitaries

not able to get rid of it, you will not be able to get rid of cancer," she said going on to make the point that passive smoking too has to be focused on especially as it pertained to children and pregnant women. In men 40 per cent of cancer is tobacco related while in women it is 12 per cent.

Controlling cancer involves many steps that would include early detection, diagnosis, treatment planning, rehabilitation, evaluation of results, continuing care, education and research and all of this having to be done simultaneously, the top oncologist said. Dr. Shanta

called for a total ban on sports promotion by tobacco companies, a stricter monitoring of industries and preference must be given to non-smokers as teachers in colleges and schools. "Education plays a pivotal role in preventing cancer," she said.

Dr. Shanta also spoke of the "newer" cancers such as of the colon and stomach that are linked to the changing life style habits of people and of those preferring the "fast food" way of life. Calling for a simple living that has as its key ingredients of rational habits, balanced diet and personal hygiene, the specialist honed in on the "Eat

at home" theme.

Today there are adequate and sophisticated technology and personnel to treat and prevent cancers but the need of the hour is of all these to reach the rural areas. "Advances of research must reach the poor," stressed Dr. Shanta adding that there must be a political will to achieve a target, "whatever the target be."

Releasing a souvenir on the occasion—the first copy of which was received by the Founder Chancellor—Dr. Ashok Saxena, Executive Member of ISCA, argued that a very large population of India has been

excluded from the benefits of Science and Technology. "This must be reversed," he said.

The former President of ISCA and former Vice Chancellor of Sri Venkateswara University, Tirupati, Dr. Ramamurthi pointed out the linkages in the last three years leading up to the present meeting. If the 98th Indian Science Congress meeting at SRM University focused on education, the 99th ISC had as its theme "Inclusive Technology and the Role of Women." The Centenary celebrations of 2013 had the broad theme of science for shaping the future of India with the concept of the Regional Science Congress striking roots and taking shape at this meeting.

"This year it is science and technology for inclusive development where the challenge is to incorporate large sections of society in the development process. Innovation does not have age or gender bias for it cuts across specialisations," Dr. Ramamurthi said. "The main objective is to be able to carry the fruits of science to the common man. Otherwise it is totally futile," he added.

The top scientist also spoke of the difference between urban and rural innovation. "Urban innovation is not knowledge seeking but wealth generating jobs whereas rural innovation is about livelihood generation," Dr. Ramamurthi remarked.

The inaugural function also witnessed the welcome address by Dr. Raja Rajan, Vice Chancellor of SRM University-Haryana and Convenor of the Regional Science Congress and addresses by Prof. Arun Kumar, General Secretary (Science) of ISCA and Dr. Manik Sahani, Advisor to the Founder Chancellor. Dr. Narayana Rao, Director of Research at SRM University proposed the vote of thanks.

Session II – Oral/Poster presentations

The post lunch session was held at Dr.T.P Ganesan Mini Hall. Faculty members, Research scholars and PG Students from various colleges presented their original research papers under the following divisions as oral presentation:

Animal, veterinary and Fishery science, New Biology, Physical science, Plant sciences, Medical science, Chemical science, Earth system science, Engineering science, Information and communication science and technology and Mathematical science

About 58 delegates presented their research work as oral presentations

Other divisions were: Physical science, Engineering science, Medical science, New biology, Earth science, Animal, veterinary and Fishery science.

About 36 delegates presented their research work as posters

Three Best oral presentations and three best posters were chosen for the best presentation.

Day 2

The second day of the regional rural science congress started with Session III on Technology transfer. Council members of ISCA, Dr. Ashok Saxena and Dr. Gangadhar chaired the sessions. Dr. G.J. Samathanam, Former Advisor, Department of Science and technology & Director of Research, SRM University, Haryana gave a plenary lecture on **"Innovative rural technologies for inclusive development of India"**. Dr. Y E A Raj, Deputy Director General of Meteorology gave a lecture on **"Benefits of 'Agrometeorological services delivered by IMD to the Indian farming community."**

The Scientific session IV was on **'Rural Innovations And Biodiversity Conservation'**

Past General President of ISCA and Former Vice Chancellor of Sri Venkateswara University, Tirupathi, Prof.R.Ramamurthi chaired

the session. Dr.Balakrishna Pisupati, Chairman, National Biodiversity Authority of India delivered special address. Prof.Dr.S.Rajaraman Vice Chancellor, SRM University, Sonepat, Haryana gave a talk on **"Microbial biodiversity conservation and applications for human welfare"** and emphasised for creation of National body – Microbial survey of India – for evaluation, promotion and conservation of microbes. Dr.V.A.Nambi, MSSRF and Dr.Thompson, NBA were the other expert speakers of the session. The session underlined the need for more vigorous pursuit on enumeration of the unidentified microbes with a recommendation to the Government to form a separate National survey body (Microbial Survey of India). In addition conservation and promotion of the existing animal and plant diversity were emphasised.

Valedictory function :

Prof.D.Narayana Rao, Organising secretary delivered the welcome address.

Dr.P.Gunasekaran, Director, King Institute of preventive medicine delivered a talk on Challenges in the development of vaccines. Prof.S.Rajaraman, organising Chairman gave the presidential address. Dr.G.J. Samathanam gave the overall view of the conference.

Prof. R.Ramamurthi, Former Vice Chancellor, Sri Venkateswara University, Tirupathi gave away the prizes for best oral presentations. Dr. Ashok Saxena, Former General secretary and council member ISCA distributed the best poster awards. Dr.Vijay Laxmi Saxena, Former General Secretary ISCA distributed prizes to the best exhibits. The valedictory ended with the vote of thanks by the Deputy Dean (Medical), SRM University, Dr.Girish.

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The session underlined the need for more vigorous pursuit
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Towards a Deafness Free Tamil Nadu

A Staff Reporter

Observing that consanguineous marriages was one of the key factors for hearing loss, eminent ENT specialist and Madras ENT Research Foundation Managing Director, Dr. Mohan Kameswaran said six out of 1000 children are born with profound hearing loss in Tamil Nadu, which was six times higher than the international average of one out of 1000.

In a study analyzing 50,000 children in Tamil Nadu, 67 per cent of deafness was due to consanguinity. All other factors put together constituted only one-third of the cases. There was highest prevalence of congenital deafness (0.6 per cent births suffer from profound deafness) in the State and most of the deaf children were born of consanguinity—a deep rooted cultural practice peculiar to Tamil Nadu and parts of Andhra Pradesh.

Dr. Mohan said most of the children affected were from BPL and lower socioeconomic strata.



Dr. T.R. Pachamuthu, founder Chancellor with the Registrar and Pro-Vice Chancellor (Medical)

The average age at intervention was still three years and habilitation was limited to few elite centers mostly in Chennai. He said advances in technology have resulted in new and revolutionary means of restoring hearing and has made integration of deaf people into society possible. “Deafness

is today the only truly curable handicap”, he added.

Speaking on the topic “Dare to Dream - Towards deafness free Tamil Nadu”, Dr Mohan said implementing an universal programme of screening children, creating an awareness against consanguineous marriages and

increasing facilities to provide quality medical care would make Tamil Nadu a deafness-free State.

Dr Mohan said simple medical tests to ascertain if children were suffering from hearing impairment could be performed by village health nurses and other

field staff while administering oral polio vaccine. Creating additional screening camps and greater Government-private partnerships would also help.

Responding to Dr. Mohan's suggestion that premier institutions should adopt Villages, Dr. Pachamuthu, who was present on the occasion, said the SRM Group would adopt the Kancheepuram district and conduct screening camps. Of all types of sensory deprivation, hearing loss was the most tragic causing a double handicap, the Founder Chancellor of SRM University remarked.

“Until two decades ago there were no tangible solutions for restoring hearing to the profoundly deaf and sign language is the mode of communication, creating a group of people who are marginalised”, he noted.

“In Tamil Nadu six out of 1000 children have profound hearing loss. This is six times the international and three times of the national average”, he said, adding, consanguinity was an etiological factor in two-thirds of cases with deep rooted cultural prejudices.

Efforts to prevent strokes

Staff writer

Strokes have been and continue to be widespread condition worldwide, afflicting over 15 million people each year. Of those 15 million, almost six million die and a further five million are left permanently disabled. A new person suffers a stroke every six seconds.

A stroke is the sudden death of brain cells due to lack of oxygen. A stroke is usually

defined as one of two types:

- *Ischemic* (caused by a blockage in an artery)
- *Hemorrhagic* (caused by a tear in the artery's wall that produces bleeding into or around the brain)
- The consequences of a stroke, the type of functions affected, and the severity, depend on where in the brain it has occurred and the extent of the damage.

Brain cells require a constant supply of oxygen to stay healthy and function properly. Therefore, blood needs to be supplied continuously to the brain through two main arterial systems.

Blockage of blood flow to the brain for even a short period of time can be disastrous and cause brain damage or even death.

World Stroke Day is celebrated every year on October 29th to create awareness in the community. To commemorate the World Stroke day Dept of Neurology organised two special guest lectures.

Prof Dr. Swatee Halbe, MD (Radiology), Chief of Radiology Services & Director of Institute of Interventional Radiology, SRM Institute of Medical Sciences, Vadapalani, spoke on Intervention in Acute Stroke. Dr. V. Nagarajan, MD (Gen Med), D.M (Neuro), MRCP (UK), Associate Professor of Neurology, SRM Medical College Hospital & Research Centre, Kattankulathur, spoke on Brain attack – ACT FAST. The Pro Vice Chancellor (Medical),

Dean (Medical), Director Health Sciences, Medical Superintendent and Deputy Dean, Dr. Kamakshi Shanbhag were the chairpersons.

About 200 delegates participated in the event. The Deputy Dean said that mega health camps are being planned to be organised in all surrounding villages of SRM Medical College Hospital & Research Centre. This is to create awareness and highlight the significance of bringing stroke patients within 3 hours to a Hospital where one can give a thrombolytic drug for fast recovery.

The most important preventive methods to be adopted to prevent stroke are as follows:

- Control Blood Pressure – To be kept at 130/80 mm of Hg
- Control Blood Sugar – Fasting Sugar should be below 110 mg%
- Control Cholesterol – To be kept below 200 mg%
- Stop Smoking
- Stop drinking alcohol
- Exercise every day
- Eat a balanced diet with plenty of vegetables and fruits.



Reporting for Spectrum

- 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

SRM Enters Joint Venture with TEJAS Networks

Staff Reporter

“SRM takes the lead among Indian Universities to set up a state-of-the art Software Defined Communications Technology or Research Testbed,” said Dr. M. Ponnaivaikko, the Vice-Chancellor of SRM University.

An MoU was signed by Dr. N. Sethuraman, Registrar, SRM University and Mr. Swapan Kumar Dutta, Vice President, Tejas Networks in the presence of Dr. M. Ponnaivaikko, Vice Chancellor, Dr. C. Muthamizhchelvan, Director (E&T) and Dr. V. Nagarajan, Technology Consultant.

Over the last decade, there has been an exponential growth of data-centric services with multimedia information-content that warrants continuous advancement of Transport/Routing Network Technologies, both in terms of hardware and software. Evolutionary applications based on High-speed Data / High Resolution Image Processing, Cloud Services based on Distributed Computer Processing, Online Entertainment and other End User Services put greater demands on the communication technologies for matching the demands with speed and performance. Additionally, the Next Generation (NG) wire line and wireless communication networks are becoming more dynamic based on “Intelligent Network Architecture” mainly to enhance the user empowerment in exploiting the full potential of technologies. For ‘on demand’ and instantaneous services NG networks will allow truly integrated services with the help of Optical and High bandwidth Wireless through all-in one devices that will become

ubiquitous and available to all.

In the above perspective of emerging trends of NG Networks, there arises a growing need to inculcate these futuristic Telecom technology skill sets in Faculty and students in order to groom them to migrate into next generation technology domains of Hardware and Software. Towards this objective SRM has taken the lead to set up a Software Defined Communications (SDC) Technology / Research Testbed to give students more technology orientation and practical experience.

Tejas Networks, a leading telecom company based in Bangalore recognized the endeavors of the University and came forward to join hands with SRM in setting up the above “Centre of Excellence.” An MoU was signed between SRM and Tejas on the prospect that they as ‘Technology Training & Research Partners’ will collaborate on the Technology or Research Testbed.

“Tejas and SRM find synergy in such initiatives and plan to work together for the development of the Centre of Excellence in optical technology by effective deployment of Tejas Equipment and integration with software technologies being developed by SRM, one of the top ranking universities in India. This Centre will enable students to gain experience and do further research in the areas of DWDM, OTN, PTN and GPON. The products deployed in this Centre are already powering telecom networks in over 60 countries and have been installed at over 300,000 locations worldwide,” said Dr. Kumar N. Sivarajan, CTO of Tejas Networks, Bangalore.



The Registrar, the Vice Chancellor, Director (E&T) at the signing of the Memorandum



Dignitaries at the Pharmacist Day Celebrations

Simplifying use of Medicine

Staff Reporter

The SRM College of Pharmacy, celebrated ‘Pharmacist Day’ recently. The SRM College of Pharmacy was the first to celebrate the inaugural ‘Pharmacist Day’ in the whole of Tamil Nadu this year. The event was held in collaboration with the Indian Pharmaceutical Association, and was held in the mini hall of the Dr. T. P. Ganesan auditorium.

The event began with a welcome address by Dr. K.S. Lakshmi, Dean, SRM College of Pharmacy, SRM University. The presidential address by Dr. M. Ponnaivaikko, Vice-Chancellor, SRM University, followed, based on this year’s theme for ‘Pharmacist Day’ – “Pharmacists: Simplifying Medicine use, no matter how complex it is.” The Chief Guest for the day was Mr. S. Abdul Khader, Director of Drugs Control, Tamil Nadu. He spoke

to the audience about the several noteworthy proceedings of his department. The keynote speech by Mr. T. Elango, Registrar, Tamil Nadu Pharmacy Council, was aimed to be an inspiration for the pharmacists in the healthcare system.

Felicitations on the occasion were delivered by Dr. N. Chandrababha, Director, Health Sciences, SRM University and Mr. J. Jayaseelan, Secretary, Indian Pharmaceutical Association. Various awards were presented to eminent contributors to the pharmacy profession as part of the event.

Lifetime achievement awards were given to, Prof. Dr. K. Chinnaswamy, President, Tamil Nadu Pharmacy Council and Mr. T. Elango, Registrar, Tamil Nadu Pharmacy Council. Awards for outstanding achievements in the Pharma field were presented to Prof. C. Ramaswamy, Professor, Department of Pharmacy Practice,

SRM College of Pharmacy, SRM University and Dr. K. Ilango, Dean, ISISM, SRM University. Best pharmacist award was presented to Mr. S. Venugopal, Senior Pharmacist, SRM Hospital and Research Centre. Prizes for academic proficiency in B. Pharm, M. Pharm and Pharm. D programmes, and for winners of various competitive events, organized in the days prior to the Pharmacist Day celebration, were also distributed.

A voluntary blood donation camp was also organized by the SRM College of Pharmacy, SRM University, in the SRM Hospital and Research Centre, as part of the day’s events. Medicinal plant saplings were planted in the medicinal garden adjacent to the College of Pharmacy on the day. The programme ended with a vote of thanks by Dr. V. Chitra, Vice-Principal, SRM College of Pharmacy, SRM University.

Gnathos 2013

Staff Reporter

The Department of Oral and Maxillofacial surgery, SRM University, Kattankulathur Dental College and Hospital, organized a one day symposium on “A-Z in Orthognathic Surgery Planning”. About 250 post graduates and delegates from various parts of Tamil Nadu attended the programme.

The program was inaugurated by Dr. P. Thangaraju, the Pro Vice Chancellor, SRM University.

Participants in the programme were Dr. B. Mohan, the associate Dean of SRMKDC, and Dr. Ravi, Dean of SRM Dental college, Ramapuram. Dr. Varghese Mani, was the special guest speaker, and Dr. P. Suresh Kumar was the organizing chairman and Dr. C. Saravanan was the organizing Secretary.

The panel of Speakers consisted of Dr. Varghese Mani, Dr. Krishna Sharma Rao, Dr. Sherry Peter and Dr. Pramod, all of whom are experts in this particular speciality.

As the orthognathic Surgery or the cosmetic jaw surgery is gaining more importance among the public, the theme of the symposium revolved around this topic.



Dr P. Thangaraju lighting the lamp at the start of the programme

A Biomedical meet to connect!!!

**Priyankadevi Mohankumar
Gaurav Sarma**

"We are stunned and excited by the progressive improvements in our department such as the up-to-date labs, fascinating R&D work and mainly the splendid and drastic changes to our Annexe Campus!" said Sarthak, President and Founder, Prometheus Healthcare, Alumni, Biomedical Department.

The Department of Biomedical Engineering held its first Alumni Meet with forty ex-students, from the six batches that had graduated, attending it. Dr. M Anburaja, Head of the Department and Mrs A Bhargavi Haripriya, the Co-ordinator (bio-medical alumni) organised the meet in coordination with Prof. A N Parameshwaran, Dean of Institute Industry Interaction Cell and the Alumni Office.

Prof. R Venkataramani, Director of Campus Life and Chairman of Alumni Office and Dr.C Muthamizhchelvan,

Director(E&T) graced the occasion.

The Chief Guests and the faculties felt happy after getting to know that most of the students were having successful careers working in core companies and as entrepreneurs, while the rest were pursuing their higher education in reputed universities.

The Director (E&T), addressed the gathering and expressed his desire for a sense of unity among the students and alumni of the department as well as across other disciplines. The meet included cultural performances by 3rd year and 4th year students as well as an interactive session between the alumni and the students.

"SRM University is ready to sponsor these types of Alumni meets inside our university and outside as well, including overseas, to acquire the contribution of Alumni to improve the University in all aspects"- Director said.



The Registrar of SRM University at the signing of the Memorandum

MOU for better research opportunities

Staff Reporter

The Department of Civil Engineering of SRM University, Ramapuram Campus, took a fresh step by entering into a Memorandum of Understanding (MoU) with the Structural Engineering Research Centre (SERC) of the Council of Scientific and Industrial Research.

The MoU is aimed at imparting special training and providing an opportunity to students to work on research projects of high value. This MoU facilitates

exchange of scientific and Technical information which is in public domain.

Conferences, Workshops and Seminars of Social and Technical relevance will be organised jointly.

This MoU is expected to further boost the enthusiasm of Research Scholars, and the Faculty of Department of Civil Engineering, SRM University, Ramapuram, to work in current areas of research in association with SERC.

SRM Dentists shine in quiz

Staff Reporter

The SRM Kattankulathur Dental College & Hospital students won "Quess," a Prosthodontic Quiz Program.

Dr. Jyotsna Rajan, Dr. B. Vasantha Dhara, Dr. Arun Prasad. N. C who are interns of SRM Kattankulathur Dental College and Hospital won the first place in the Prosthodontic Quiz, organized by Department of Prosthodontics, Karpaga Vinayaga Institute of Dental Sciences, Chengalpet recently.

A total of 24 teams participated in the competition. Incidentally, SRM Kattankulathur Dental College and Hospital students won the first place in the Prosthodontic Quiz, "Quess" in 2012 also.



Dr. Jyotsna Rajan, Dr.B. Vasantha Dhara, Dr. Arun Prasad.N.C(Interns) of SRM Kattankulathur Dental College and Hospital receiving their prize from The Principal, Karapaga Vinayaga Institute of Dental Sciences.

Students told to live life beyond the Rat-Race

Staff Reporter

A Guest lecture on "Life beyond Engineering" was organized by the ICI Student Chapter and Tech Club of SRM University, Ramapuram, at the TRP auditorium recently. The speaker was Dr. Devdas Menon, a professor of Civil Engineering from IIT – Madras. The programme began with an address by the Dean, Dr. Abdul Ghani, who spoke about the need for technological innovation in today's world. Dr. T. Ch. Madhavi, Head of the Department of Civil Engineering and Tech Club coordinator, then welcomed the guest with

a well-received story about the attitude one should have about life and personal possessions.

The Vice-Principal, Dr. Anthony Michael Raj, addressed the students about the prospects that await students after college, and how one should prepare for them. A Power Point presentation enlisting the achievements of the guest, Dr. Menon, was shown which was followed by his lecture. His talk aimed at helping the audience realize that every person has unlimited potential and the capacity to realize it. He used funny anecdotes, day-to-day examples, introspective questions, and even a hilarious

wake-up-and-feel-the-life-force-flowing-through-your exercise, to convey to the students a fundamental message – "True happiness, contentment and oneness with the Universe can be achieved by finding one's life's purpose and working towards its fulfillment." He ended the lecture with a call to the audience to leave behind the rat-race and achieve self-realization.

The event was well received with the members of the audience claiming that the talk had made a profound impact on how they perceived the opportunities and possibilities ahead of them.



Dr. Devdas Menon lecturing on "Life Beyond Engineering"



The Vice-Chancellor, Dr. M.Ponnavaikko, lighting the lamp

Transforming Ideas to Innovation

Staff Reporter

SRM Research Institute conducted a week long workshop on Sustainable Energy Conversion and Storage Devices at SRM University. Scientists and academicians from premier institutions shared their perspectives on a wide range of topics like lithium ion

batteries, fuel cells, photo voltaic cells and organic LEDs. Over 100 participants from different parts of the country were the beneficiaries.

The workshop was inaugurated by Dr. M. Ponnavaikko, Vice Chancellor, SRM University. He congratulated the Research Institute for its work in various

disciplines on energy conversion and storage devices. He also motivated the participants to gain a strong knowledge from the workshop, and design and develop new products for the betterment of mankind.

Prof. D. Narayana Rao, Director-Research, SRM University, spoke of the various research activities

in the institute; research in the fields of dye sensitized solar cells, photo voltaic cells and lithium ion storage batteries are a few. "Storage devices are very critical and crucial components and design of new materials will continue to dominate research activities in the near future," he added.

In his inaugural speech Prof. B. Viswanathan, Head, National Center for Catalysis Research (NCCR), IIT Madras, emphasized the need for synthesizing new materials through a thorough understanding of the property of the material. He added that "Nature sustains the society," and that equi-energy distribution across the globe will pave way for a futuristic solution. Get rid of static models. "Design systems configuratively, innovate, do not re-engineer," were his lessons for the participants.

Prof. Jayati Datta, Professor, Department of Chemistry, Bengal Engineering and Science University, Shibpur, West Bengal also complimented the academic and research ambience at SRM University. She also said her views on "Challenge for pristine power in the 21st century."

The participants of the workshop were taken on an industrial visit to NCCR, IIT-Madras, Sai Energy, Perungudi, Chennai and to Prof. R. Jayavel's nanotechnology-lab at Anna University, Chennai for a hands-on-experience.

This workshop was sponsored by DST, Indian National Science Academy (INSA), and SRM University.



2nd year Students of Civil Engineering at Fenesta

Industrial visit to fenesta systems

Staff Reporter

As many as, 101 second year students of Civil Engineering along with 4 faculty members of SRM University, Ramapuram visited Fenesta Factory.

Fenesta, Chennai –a factory established in 2007– produces Unplasticized Polyvinyl Chloride windows and doors. It is approved by British standards making it of European standards. During their visit, the students were explained about Unplasticized Polyvinyl Chloride Windows, glasses used in UPVC windows and Manufacturing process of UPVC windows and doors at Fenesta.

Bicycle expedition for a cause; Over 3000 KMs covered

Staff Reporter

A group of few ordinary citizens of India, together as team RIBS, were up for a solo cycle expedition thorough some states of the country. The ride details are as follows: the starting point was Chennai and the end point was New Delhi. Through the ride they covered a distance of more than 3000 kms.

The ride was undertaken to spread awareness about a number of social causes. These causes include -

- Appeal for voluntary blood donation
- Awareness of Palliative care and
- Awareness of Hunter Syndrome (a rare genetic disorder), especially the case of a pre-teen boy named Arian.

It's been 7 long years since he was first diagnosed with Hunter Syndrome but is yet to receive treatment till date. By raising awareness about his case, they not only hope that the public will know more about

this syndrome but also lead to an influx of much-needed funds for the boy.

Both the Director of Sports and the Registrar of SRM University were present at SRM University's main gate to flag off the event.

Their need is simple: To raise awareness about the above said causes. Their rider Mr. Rahul Kumawat was joined by many people at various points of the route. They had registered themselves on <http://bit.ly/HKlZgh>.

Dr. Shivansu Raj Goyal Postgraduate in Pulmonary Medicine Dept of Pulmonary Medicine SRM MCH & RC received First Prize Prof CN Deivanayagam gold medal award during the 15th National Pulmonology conference - NAPCON 2013 held in Chennai from 27th to 30th November for his paper titled "Smoking Scenario amongst medical and non medical youth", Fads, Facts and Figures.

A Gold Medal to Dr. Goyal





Dr. N. Chandrababha, Director, Health Sciences, with the participants of the awareness walk

SRM College of Physiotherapy Joins Walkathon for a cause

Staff Reporter

“Walk with me, I shall win,” this was the theme of Walkathon – 2013, an awareness walk organized by Maithree in view of World Intellectual Disability Day both in North and South Chennai simultaneously. SRM College of Physiotherapy participated in the event.

The Vice Principal, SRM College of Physiotherapy Mr. T. N. Suresh, Faculty Mrs. Bharathi, 80 Students of College of Physiotherapy and 20 students from College of Nursing, SRM University participated in the Walkathon, apart from Students,

parents, Staff of Maithree and Students from other Schools.

The Walkathon in South Chennai was from Valluvar Gurukulam School in Tambaram to MEPZ and back to Valluvar Gurukulam in which the Tambaram, East Tambaram, Ullagaram, K.K Nagar, and Perungulathur Units of Maithree participated. The pledge for the welfare of people with intellectual disability was administered by Dr. N. Chandrababha, Director - Health Sciences, SRM University, Kattankulathur, to a huge crowd of nearly a thousand people. The Walkathon was flagged off by Mr. D. K

Srinivasan, Secretary, Hindu Mission Hospital, Tambaram.

Maithree is an association of Parents of Special Children. Since 1994 it has been committed to the welfare of parents with children of Intellectual Disability, with a vision to “Integrate the persons with Mental Handicap into the mainstream thereby bringing dignity to their lives.” They have 440 children in all the 21 centers located in and around Chennai.

SRM College of Physiotherapy has adopted Maithree School, Tambaram and is rendering therapeutic services to this School since October 2007.

Exposure to Research

Staff Reporter

The ICI Students Chapter of SRM University arranged a visit for 3rd year civil engineering students to the Structural Engineering Research Centre- CSIR. CSIR-SERC is one of

the national laboratories under the Council of Scientific & Industrial Research (CSIR), India.

Students visited the SERC laboratories and had an exposure to the various latest equipment

and facilities available for analysis, design and testing of structures, and structural components. The scientists spoke of various projects which are of high value and social relevance.



Students and Faculty at the Research Centre

Why Study Electromagnetics?

Staff Reporter

To Enlighten the students with the knowledge of Electromagnetics, as a kick start programme of the new year, The Department of Telecommunication Engineering, SRM University organized a Guest Lecture, “Why Study Electromagnetics?” by Dr. Tapan Kumar Sarkar, President - IEEE Antenna and Propagation Society, Syracuse University, New York, USA. This was held in association with IEEE ComSoc Student Branch @ SRM and Telecommunication Engineers Association recently. Dr. Narayana Rao, Director Research presided over the function and Dr. T. Rama Rao, Professor & Head, Department of Telecommunication Engineering introduced the Guest Speaker. In the beginning, Dr. Tapan Kumar Sarkar gave a brief information and the role of IEEE Antenna and Propagation Society. Further, in his lecture, he pointed out how electromagnetics is associated in our day to day life. His lecture created an awareness on the importance of studying electromagnetics. The Student community gained basic concepts on how electromagnetics play a major role from antennas to microwave ovens from his lecture.



Dr. Tapan Kumar Sarkar, President - IEEE Antenna and Propagation Society addressing students



Dr. Jeffrey Pawlan, Pawlan Communications, San Jose, CA, USA, at the guest lecture

Understanding Software Defined Radio

Staff Reporter

The Department of Telecommunication Engineering, SRM University organized the IEEE MTTS Distinguished Lecture by Dr. Jeffrey Pawlan, Pawlan Communications, San Jose, CA, USA, recently. This was in association with IEEE ComSoc Student Branch @ SRM and Telecommunication Engineers Association. Dr. Jeffrey Pawlan, delivered a lecture on “Tutorial

on Software Defined Radio including Cognitive Radio”. In his lecture he discussed the evolution of SDR, giving detailed technical explanations, design details and our role in SDR with several live demonstrations. Students and Staffs from related departments attended his lecture and demonstrations. He responded positively to the doubts and queries raised by the participants.



The Director of Hotel Management, Dr. Antony Ashok Kumar with the Chief Guest at the Cake mixing Ceremony.

Of Cakes and Tradition

Staff Reporter

The SRM Institute of Hotel Management, Kattankulathur, keeping up with the tradition of Cake-Mixing organised a cake ceremony for the same.

Preparations began a month in advance for the traditional Christmas cake. The first step towards is the process, formally called the 'Cake Mixing Ceremony', a culinary tradition

followed the world over. It is said to be a harbinger of love, harmony and peace.

This year the Cake-Mixing Ceremony was held in festive style at the Auditorium of the SRM Institute of Hotel Management. French Executive Pastry Chef Guillaume Bonnetty graced the occasion as Chief guest and inaugurated the Cake-Mixing Ceremony.

The stirring ceremony is part of an age-old Christmas tradition one of making wishes for the New Year. The ingredients of the festive fruit cake are mixed with wine and liquor in advance so that the ingredients can develop aroma and taste.

Here too an interesting array of fruits, nuts and spices were placed in a cauldron, while a number of people with gloved hands knead the concoction.

Alumni attribute success to SRM

Staff Reporter

The alumni of the 1989-1993 batch of SRM Engineering College celebrated their 20th year with a reunion at SRM University. The Vice Chancellor of SRM University Dr. Ponnavaikko, the Pro Vice Chancellor (P&D) Dr. T. P. Ganesan, the Registrar of SRM University, Dr. Sethuraman, and the Director (E&T) Dr. Muthamizhchelvan graced the occasion. Donations to the scholarship fund were made by the alumni on this occasion.

Mr. Maheswaran, Mr. Sivakumar, Mr. Viswanathan, Ms. Kavitha, Mr. Sureshkumar,

Mr. Prabhu Shankar and Mr. Sai Prasad from the alumni side and the Alumni Office of SRM University were instrumental in organising the event.

Many alumni attended the reunion with their families. They came from all over India and even abroad to meet and reminisce with their friends.

The alumni who are now in prominent positions in industries, academics and entrepreneurship all alike attributed their success to the foundations built at SRM. They were very happy to meet their former professors. Some of them even expressed a desire to send their children to SRM.

No limitations on providing facilities to the visually challenged - Vice Chancellor

Staff Reporter

Staying with tradition and his commitment to do all that he can for those visually challenged students at SRM University the Founder Chancellor, Dr. T. R. Pachamuthu, has given 54 such students free education at the School of Teacher Education and Research for those pursuing B.Ed and M.Ed courses, besides providing them with free lunch at the campus.

The National Institute of Visually Handicapped, Poonamallee, distributed DVD players to these students under the scheme of ADIP.

"Money, everybody has but the Founder Chancellor has the mind to offer services to the weaker sections of the society- particularly the visually challenged," the Vice Chancellor said in his speech, going on to stress that a "Virtual Eye" has been made to guide and help those students without sight.

“
Teachers are playing crucial roles for the development of the national economy...
”

"Teachers are playing crucial roles for the development of the national economy, hence there is no financial limit for providing all the facilities to these students in SRM University," he maintained. The Vice Chancellor distributed the DVD sets.

Dr. R. Balasubramaniam, the Director of Faculty of Science and Humanities assured that the Chancellor of SRM University is ready to provide Braille Kits and other necessary learning materials for the students. "The achievements of the visually challenged are manifold," the Director said going on to point out that there are popular singers among the Visually Challenged people. He praised the faculties of Teacher Education Department for educating the students from across the world.

Mr. K. Mani, the nodal officer at NIVH Poonamallee said that the central and state governments have certain percentage of reservation of jobs for the visually challenged. He also suggested that "Voice Systems" are going to be installed in call centers for giving employment to the visually challenged students.

The Director of SRMSTE & R announced that a proposal would be sent to the V.C for buying all the kits necessary for teaching the visually challenged and that all these would be done in record time.

RESEARCH DAY

27th February 2014

ATTENTION!!

Students of UG, PG and Research Scholars at SRM University

Research Day will be celebrated at SRM University on Thursday, 27th February 2014. It is an excellent opportunity for all the students and Research Scholars to exhibit their aptitude for research on the Research Day. We call for research papers on innovative and application oriented topics from the students of all faculties of SRM University. Abstracts of the papers not exceeding 200 words may be submitted to Dean (Research), SRM University through e-mail researchday@srmuniv.ac.in on or before 30th January 2014. You may please visit www.srmuniv.ac.in for template and other details for submission of abstracts.

Gold and Silver medals will be awarded for the best research papers.

IMPORTANT DATES

Last date for submission of abstracts: 30th January 2014
Date of communication to students: 10th February 2014
Paper presentation in the Research Day: 27th February 2014

FOR FURTHER INFORMATION CONTACT

Director (Research) – narayanarao.d@srmuniv.ac.in
Dean (Research) – kasmirraja.sv@srmuniv.ac.in



SRM
UNIVERSITY
(Under section 3 of UGC Act 1956)



Guests viewing exhibits at the World Mental Health Day exhibition

Nursing students create mental health awareness

Staff Reporter

In view of the World Mental Health Day, an exhibition was held to promote awareness on mental health by the Department of Psychiatric Nursing, SRM College of Nursing. The programme was held recently at the Out Patient Department, SRM General Hospital, Kattankulathur.

Posters regarding various issues related to mental health were prepared and displayed at the Out Patient Department. The posters were then explained to the visitors by the Post Graduate and Under Graduate students of Psychiatric Nursing.

The patients and their attenders, doctors, other clinical and nonclinical staff of SRM Hospital, students from various departments of SRM University, Dr. N. Chandrababha, the Director of Health Sciences, the Dean of the College of Nursing, the Vice Principal of the College of Nursing and the Nursing Superintendent of SRM Hospital visited the venue.

Nearly 450 people visited the exhibition. They said that the information was depicted in a simple and clear language, and that it was very useful in bringing awareness regarding mental health and illnesses.

Oral health and diseases

Staff Reporter

The department of Oral Medicine and Radiology organised a CDE programme for undergraduates, post-graduates, budding young dental graduates and Dental teachers recently. The inauguration was held in Hall 1 & 2 of the Dr. T. P. Ganesan Auditorium in the presence of the Dr. N. Sethurman, Registrar of SRM University, Dr. C. Muthamizhchelvan, Director of SRM University, The Dean of the department of Dental Science, The Associate Dean and the Head of the Department. The Programme was held on the theme- "The Academic Bridge between Dentistry and medicine." The Programme aimed to reinforce that indepth knowledge is required to diagnose systemic diseases from the oral cavity and vice versa.

This programme saw the participation of 400 delegates of 17 different colleges from all over the city. The programme had eminent senior speakers, principals and Heads of the departments of prestigious institutions participating and motivating students.



The Registrar and Director (FSH) with other dignitaries on the dais

Veteran speaker Dr. Gnanasundaram, former principal and professor, Tamilnadu Government Dental College, spoke on "Oral Cavity in Systemic Diseases" and "Tooth for Truth" - which was an eye opener for the delegates.

Dr. S. Sathasivasubramanian, Professor and Head of the Department of Oral medicine and Radiology, Sri Ramachandra University spoke of "Systemic Diseases Due to Oral Foci of Infection."

Dr. Ravidavid Austin, Dean, Professor, and Head of the Department of Raja Muthiah Dental college, annamalai University spoke on the topic

of "Radiology to Imageology in Maxillofacial Diseases."

Dr. S. C. Selvamuthukumar, professor and Head of the Department of Thaimoogambigai Dental College spoke on the topic of "Stress in Oral Maxillofacial Diseases."

The various topic discussed enlightened the students about the importance of oral manifestations of systemic diseases and how oral diseases aggravate systemic diseases.

Besides the lectures undergraduate and post graduate students participated in e-poster and quiz programmes. Winners were awarded with certificates and cash prizes.

TCS & SRM join hands to bridge industry - academia gap

Satamitra Ghosh
Pallavi Gupta

Perhaps the best definition of progress would be the continuing efforts of men and women to narrow the gap between the convenience of their own prowess and the unwritten charter of social diktat. Imbibing along these lines, the Computer Science Department of SRM University in association with Tata Consultancy Services (TCS) conducted a development programme for addressing the gap between the theoretical and industrial application specifications of "Big Data Analysis". The programme held at T.P. Ganesan Auditorium's Mini Hall introduced professors and senior students of the Departments of CSE, IT, and Software about implications

relating to Big Data.

For those who aren't familiar with Big Data and its applications, it is simply a term used to denote a collection of data sets of large magnitude that are difficult to process using traditional data processing applications. Big Data Analysis covers a vast set of disciplines and is used to overcome challenges like capture, curation, storage, search, sharing, transfer, and visualisation of trends and relations in a set of data. It is a vast subject which has various applications in numerous fields.

As Ms. Akilandeswari P, Assistant Professor, CSE puts it, "there is an ever present gap between the knowledge imparted in a class and its practical application. This programme as a whole was a trial

in addressing the gap between the approach of academicians and the industry."

The four hour long programme was presided upon by the Placement Officer and HOD of CSE. Mr. Jayadeep, Java Architect - ABIM - Digital Enterprise at TCS, delivered lecture on the various aspects of Big Data. After the two hour long verbal demonstration, Mr. Jayadeep answered every query that the students and professors had.

He also gave pointers and incisive information for those students who sought his counsel

for asking tips for their project work on Big Data.

Ms. Akilandeswari believed it was a platform for teachers and students, to concentrate their theoretical prowess on the applicative nature of challenges posted by the industries. By knowing so, a greater perspective was gained on what kind of ideation is sprouting across the industry.

"This is the kind of market-driven approach to education that is going to make our student's foot-holding in the future even stronger," she remarked.

“Big Data Analysis covers a vast set of disciplines and is used to overcome challenges like capture, curation, storage, search, sharing, transfer, and visualisation of trends and relations in a set of data”



Students and Staff of the Department of Computer Science at the Programme

A portal of Information Srmuniv 2.0

Rahul Jain

If we don't change, we don't grow. If we don't grow, we aren't really living, said Gail Sheehy.

And that seems to be the mantra SRM University has decided to live by. Ranging from a multitude of changes taking place in the curriculum, student interaction and a number of other fields, the official site of SRM University has undergone a makeover.

The site is an important source (portal) of information and events taking place in the campus and the achievements of the University. Also it is allows parents of to-be high-school graduates to gain an idea of the options available for their children.

It has drawn comparisons to the official site of Harvard University and rightly so.

The new look of the website seems to be inspired from the Windows Phone tiles and the Android Widgets, using chunky clear cut blocks to portray information.

The blast of colour and the scroll feed have offered much-needed freshness to the homepage while the links seem to be more visible thanks to the thought given to contrast of text to the background.

The new site is still a reminiscent of the old one; keeping some of the format same, such as the page and text format of the previous site.

Showcasing talents

Staff Reporter

The 31st Tamil Nadu State Dental Conference (VILCON 2013) was held at Villupuram. Many students of SRM Kattankulathur Dental College participated in this state level conference and won prizes in scientific, cultural and sports events.

In Paper Presentation Ms. Deepti. J won the 2nd place, Ms. Cynthia Scott won the 3rd place, and Ms. Aneesh Ganguly also won the 3rd place.

Technical Symposium-VERSIO '13-organised

Staff Reporter

A National level Technical Symposium, VERSIO'13, was organized by the Department of EEE, SRM University, Ramapuram Campus recently. The Inaugural of National Level Technical Symposium saw Dr. C. Kamalakannan, Professor/ EEE, Rajalakshmi Engineering College, Chennai gracing the function as the chief guest.

Welcoming the Chief Guest and other dignitaries, Mrs. B. Rampriya, Head of the Department, EEE, presented the welcome address which was followed by the inaugural address by the chief guest. The felicitation address was given by our Vice Principal Dr. L. Antony Michael Raj.

Various events were held on that day: Paper presentation, Technical Quiz, Circuit debugging, Dumb C, Super over, Photography, and Gaming.

Paper Presentation

Out of 35 papers, 29 papers were selected to be presented in the symposium in two parallel sessions which were conducted in Hi-Tech hall- I and II. They were chaired by Dr. C. Kamala Kannan, Professor and Head, EEE,

There are reports of some broken links in the website and a few glitches, but like any work in progress, they will be rectified shortly. Students have stated that they would like to have a mobile version of the website as well as most of them open the site on their cellphones.



Students receiving prizes from the guests at VERSIO '13

Rajalakshmi Engineering College, and Dr. Nagarajan, Professor, EIE, Eswari Engineering College respectively. Mr. S. Balaji, AP(OG) / EEE and Mr. D. Shiva Kumar, AP(OG)/ EEE coordinated this event.

Technical Quiz

Around 39 teams participated for the preliminary round (Aptitude test). From 39 teams, 4 teams were shortlisted for Quiz competition based on the aptitude test performance. The quiz was conducted by Mr. Arulvendan, Assistant Professor, EEE.

Circuit debugging

Around 42 students registered for circuit debugging. Based on Circuit aptitude test, 20 members were shortlisted for the final

round. 10 teams comprising of 2 students per team participated in final circuit debugging round conducted by Mr. P. Srinivasan, AP(OG)/EEE.

Dumb C

Around 40 teams registered for Dumb C. In the first round, 15 teams were selected to participate in the next round. This event was coordinated by Mr. V. Bharathidasan, AP(OG)/EEE.

Photography

There were 15 registrations in the photography event which was coordinated by Mr. Surendhira Babu, AP(OG)/EEE. The best photo was chosen by Mrs. B. Rampriya.

Super Over

Around 7 teams comprising of 5 members per team registered for this event. This event was coordinated by Mr. J. Dilli Srinivasan, AP(OG)/EEE.

Gaming

Around 6 teams for counter strike, 7 teams for FIFA and 21 teams for NFS team were registered. This event was coordinated by Mr. Ajay Daniel, AP (OG)/EEE.

The Valedictory Function held was chaired by the Vice Principal Dr. L. Antony Michael Raj. He distributed the prizes and certificates for the winners of the various events. Mr. S. Rajkumar, Assistant Professor, EEE gave the vote of thanks. The function ended with the National Anthem.

Understanding and Retaining Customers

Staff Reporter

The School of Management, SRM University, Ramapuram had arranged a guest lecture on "Customer Retention" recently. The Guest Lecturer was Mr. Sekar from Talk Media and he has had 8 years of experience in the field of marketing. He enlightened the students about the importance of consumer behavior in the field of marketing. He explained how the tastes and

preferences of each customer vary and how to approach them accordingly.

It was more of an interactive session rather than speech. Students asked questions regarding the current trends in marketing, varied risks in the insurance field, and how to attract customers. Mr. Sekar explained patiently about the changing trends, the effective methods to approach the customers. He



Mr. Sekar from Talk Media addressing students

spoke of the way to approach customers in detail; such as how to face rejections, the polite way of approaching customers, booking appointments with them, interacting personally, and maintaining good attitude.

Marketing industry is one industry where personality and attire play a major role. He explained how tough personal selling is and how to tackle tough situations. The key to convince customers into buying one's product lies in the way of explaining about the product, presentation, pitch delivery, and constant approach to the customer. Mr. Sekar had demonstrated personal selling in the class, and made the session more engaging.

He concluded the session with his views on pursuing marketing as one's career and advised the students to expect more rejections than acceptance and to take every "No" as a positive motivation to get to more "Yes".

Where Every Book Counts...

Srihari Sridhar
Sanju Varughese Mathew

Knowledge is undoubtedly the greatest gift that can be bestowed upon a child and each book dedicated to this cause can make a palpable difference. While monetary donations may procure a meal, it is education that can ultimately secure a future. Initiating Fusion (IF), SRM's latest and arguably most ambitious social venture to date, drives this notion forward by collecting used books, notebooks and stationery for subsequent distribution to beneficiaries identified in and around the city.

The largely student-driven initiative currently involves around 300 active members split across domains ranging from publicity to documentation. With constant support and guidance from the University, IF hopes to amass at least one lakh books by the end of February this year. Having amassed over 20,000 books so far, the organization is definitely taking strides in

the right direction.

Collection boxes have been set up at various points within the campus. Plans to identify and engage other Chennai based private schools and colleges are also in the works.

A chat with Vineet Sharma, a fourth year IT Student and Executive Director of the initiative revealed that difficulties faced by NGOs in procuring academic material served as inspiration for the social drive. A large scale donation such as this, he felt, would have a much greater impact than isolated efforts.

"It is difficult to start something like this from scratch", he says when asked about the University's role in the project. "The funding, transport facilities and unwavering support have all been vital to our cause."

He firmly believes that education is every child's birthright and articulates that even the smallest sacrifice could make a huge difference.



(Left to Right) Dr. Jafer, Dr. Nagarajan, Dr. Arijit, Dr. James Pandian, Dr. Kazi Atiqur Rahaman, Dr. Thanga Raju, Dr. Sumitha, Dr. Alexzander and Dr. Ranjeeth

Award for excellence

Staff Reporter

The Pro. Vice Chancellor of SRM Prof. Dr. Thangaraju awarded a gold medal and merit certificate to Dr. Kazi Atiqur Rahman for his performance in the MRCP

(UK) Exam conducted in 2012 in Chennai.

Dr. Kazi Atiqur Rahaman had training in SRM Medical College Hospital & Research Centre in the "PASS THE PACES" MRCP (UK) Training

Course. He scored 170 marks out of 172.

The function was presided over by the Dean of SRM Medical college Hospital & Research Centre, Prof. Dr. James Pandian.

Be your own boss

Ashwin R.
Harish Kumar

The Entrepreneurship Development Institute (EDI) in collaboration with SRM University conducted a 12 day Entrepreneurial Development Program titled "You can be an Entrepreneur" for the residents of Kanchipuram district. EDI, Chennai is a government organization which promotes education, entrepreneurship and self-employment. It was established by the Government of Tamil Nadu in 2001. The programme was aimed at encouraging and expanding the horizons of potential future entrepreneurs and was open to the public members of Kanchipuram

district. This Government of Tamil Nadu sponsored programme, was conducted between 11th and 24th of December 2013.

Candidates for the programme were mobilized through various sources such as data bases from District Industry Center (DIC), Tamil Nadu Industrial Investment Corporation, EDI and Facebook. About 45 registered members were then interviewed by Mrs. Lakshmi Narayanan, Deputy Director of DIC and consequently 25 candidates were shortlisted to attend the programme. The sessions were handled by 20 faculty members from the School of Management. The classes were conducted at SRM University, Kattankulathur campus and were divided into

theory and practical sessions including site visits to established enterprises.

Officers of State government, Central government and various banks were invited to talk to the participants about the government schemes, policies and subsidiaries available to Entrepreneurs. Business consultants and entrepreneurs also shared their experiences regarding 'Startup Companies' with the participants. Upon the completion of the 12 day programme, certificates were distributed to the participants by Mr. Subramanian, Coordinator, Entrepreneurial Development Institute, Guindy in the presence of Dr. Jayshree Suresh, Dean (MBA), SRM University.



Residents of Kanchipuram with representatives of SRM University

Bridging the gap between Industry and Academics

Satamitra. D. Ghosh
Pallavi Gupta

Not the one to be left behind, SRM University has been chosen to be a part of a select group of institutions taking part in an initiative spearheaded by Sector Skills Council NASSCOM (SSC NASSCOM) in collaboration with NASSCOM member companies in the Engineering and Research & Development (ERD) space. Companies such as TCS, Infosys, HCL, WIPRO, EMC, Alcatel Lucent, KPIT and iGate have played a crucial role in the development of the 'Foundation Skills in Integrated Product Development' (FSIPD) program which seeks to introduce a new industry-centric elective for students.

The FSIPD program has been introduced to increase the industry readiness of students who wish to pursue a career in the field of engineering. The course focuses on facilitating

the acquisition of foundation skills in process, tools and techniques of the Integrated Product Development zone of the engineering industry. It also strives to transform requisite understanding and application of academic topics from various engineering disciplines into real world engineering projects.

The curriculum outlines the methodology for courseware developed by member companies and aims to empower students to achieve this objective. The Outcomes-Based-Format (OBF) used in the development of the program helps one focus on the key skills and knowledge required to perform a given job role in an effective manner.

NASSCOM is confident of the initiative being mutually beneficial to both the engineering industry as well as students from participating institutions, helping to identify and bridge the gap between industry standards and the academic study.

SAPGenetics '13 - Where Borders Have No Meaning

Shaswath Sekar

With the student population out in full force, the Biotech Auditorium bustled with activity on Christmas Eve. A peek into the auditorium revealed the source of excitement - a huge banner presenting 'SAPGenetics - 2013', hosted by the Department of Genetic Engineering with the assistance of the SRM Management.

The event sought to highlight the importance of the Semester Abroad Program (SAP), one of SRM's most significant USPs! The SAP program enables students to take up courses and/or a major project in a reputed foreign university for one semester.

Till date, 71 B.Tech and M.Tech Genetic Engineering students have been a part of SAP. About 37 students from the UG and PG courses have completed their SAP in various countries across the globe. This year as many as 34 students are participating in SAP, further emphasizing its growing significance.

The presence of several

notable personalities such as Dr.T.V.Gopal, Dean, International Relations; Dr.M.Vairamani, Dean, Bioengineering and Dr.M.Parani, HOD of Genetic Engineering lit up the evening. The Chief Guest Dr.C.Muthamizhchelvan, Director (E&T) spoke about SRM's plan to develop the School of Bioengineering, SRM into a Centre of Excellence. He also released the SAPGenetics booklet.

Dr.M.Vairamani and Dr.T.V.Gopal congratulated the SAP students and expressed their appreciation towards Dr.M.Parani and the faculty of the Department of Genetic Engineering.

Former SAP students of the department shared their experiences and urged students to apply for the program. The current SAP students made it a point to thank Dr.M.Parani, Dr.N.S.Raja, Project Co-ordinator and Mr.N.Manoj Kumar, Class-In charge for their backing and commitment.



Students at deCode'13 - a programme by the Department of Genetic Engineering

deCode '13 - Where the student becomes the Master

Shaswath Sekar

The 5th edition of "deCode", a brain wave of Department of Genetic Engineering, SRM University, was successfully organised recently by the students, with the guidance of the faculty of the Department. The seeds for decode was first sown in the year 2008 by the Department of Genetic engineering and is now steadily spreading its roots amongst the young school going minds.

"deCode" focuses on enriching the practical knowledge of school students through hands on training in basic molecular techniques like DNA isolation, DNA quantification, Visualising

DNA on gel and cytological techniques to view chromosomes at cellular level.

More than 120 students from sixteen different schools around the city like Amrita Vidyalaya, Devi Academy, Sivaswamy Kalalaya, etc., participated in this workshop.

The Proceedings were initiated by Dr.M.Parani, Head of the Department, Genetic Engineering, SRM University Kattankulathur, who gave a brief introduction about Genetic Engineering to the assembled students. It was a great sight to watch as the students took the roles of their professors for a brief few hours as they meticulously explained

the theoretical concepts and helped the School students perform the different experiments hands-on! The experiments were conducted in four different labs, - Bioseparation, Genetic Engineering, M.Tech Scholars and Genomics lab.

The school students who participated were completely awestruck when they were able to see the DNA they isolated from neem leaves as long, sleek threads in solution!

The event concluded with a valedictory function where the staff of the Department of Genetic Engineering gave away the certificates to the participants.

Reborn To Discover-Josh'13

Arjun. B. Narayan

Josh'13, an inter department cultural event, held exclusively for the staff of SRM University.

It saw the exchange of roles between students and teachers. The theme for the event was

"Reborn to Discover". Over 10 events were held, covering music, literature, creativity and dance. The participation was restricted to 2 participants per department. The music events were judged by Ms. Maria Manohar, a music director and Mr. Naveen Samson. An

elocution event was held and the topics addressed various social issues. The Variety Show was judged by RJ Ophelia while Ms. Akshaya judged the dance events. The other events included Adaptune and a Fashion show. The judges for the fashion show were Ms. Sarah and Ms. Sonali.

SRM Nursing Department took away the prize, whilst the spirit of competition was kept alive throughout the competition. The Raji Memorial Award for the best performer was won by Ms. K.N.Purnima of the Physiology Department. The sponsor for the event was PdotG Constructions.



Winners of JOSH'13 - Department of Nursing

The widening scope of Periodontics

Staff Reporter

The Department of Periodontics, SRM Kattankulathur Dental College, Chennai, launched its yearly CDE programme—PERIOBYTES. The first edition of Periobytes was titled "Expanding Horizons—the Aesthetic Way", focusing on the way periodontal procedures has expanded to include aesthetics in its domain.

The event was formally inaugurated by Dr. P. Thangaraju, Pro-Vice Chancellor (Medical) of SRM University, and the Organizing Chairman and Dean, Dr. K. H. Pani Shankar

welcomed the gathering. The programme had lectures delivered by eminent Heads of Institutions such as Dr. N. D. Jayakumar, Dr. D. Arunachalam and Dr. B. Mohan on areas pertaining to periodontal and peri-implant aesthetics.

The organizing team also felicitated Dr. P. Theagarayan and Dr. A. Jawad Hussain, the two senior most professors in Periodontics as a token of appreciation for their contribution in the field of Periodontics. PERIOBYTES 2013 witnessed an overwhelming response of around 250 delegates from various colleges in Tamil Nadu.

Bringing global exposure to classrooms

Arushi Dutt

Recently SRM University collaborated with ELS, one of the leading international educational counseling services. The one-hour ceremony began with a welcome speech, a brief synopsis about ELS, the Vice Chancellor's speech, and ended with the vote of thanks.

The Dean of the International Relations office, Dr. T.V. Gopal, welcomed the chief guests, which included the director of ELS, Mr. Mallik Sundharam, and Vice Chancellor, Dr. M. Ponnaivaiko. Dr. Gopal began by commending the Vice Chancellor for taking such an initiative to create ELS On Campus Counseling and Language Center at SRM. He briefly mentioned how the ELS services will incorporate an on-campus counseling program, along with English language services.

Then, Mr. Mallik Sundharam took to the stage and recognized the various dignitaries present, including US Consulate representative Ms. Mala Venkat, and General Manager of ELS, Mr. Swaminathan. Mr. Mallik briefed about the ELS service, which is present in 93 countries serving over 1.25 million students. The standard policy of ELS is to provide quality counseling to all students intending to pursue studies abroad. Other services also include guidance in the application process, visa procedures, and training from internationally educated advisors.

Mr. Mallik also elaborated on the ELS language centres at SRM, which would attract non-English speaking students from neighboring countries to provide global exposure within classrooms. English would be taught in both the academic and job ready standards. The Job ready program has been tailored to accommodate students at SRM. Students would also be provided with ELS certificates, which are recognized throughout institutions worldwide.

Vice Chancellor Mr. Ponnaivaiko then briefly commended this initiative, by expressing the importance of the English language.

He said, "English has become an international business language."

Although this language is spoken worldwide, there are multiple dialects, which should be kept in mind.

He concluded by expressing the importance of communication stating, "By birth, we are all human beings. We are all one."

The ceremony ended with a vote of thanks by the HOD of English and Foreign Languages, Dr. K. Anbazhagan. He praised the Vice Chancellor's enthusiastic attitude towards this collaboration. He also gave a special thanks to the ELS Director and team to initiate such a program at SRM.

For further inquiries about this collaboration, Mr. Pavan Adhepalli can be contacted at 1-800-102-4272 or srmoncampus@els.edu.



Students attending the Symposium with the Guest Speaker at the event

Festival of Architecture and Built Environment- FAB 2014

Staff Reporter

FAB 2014 was conducted by school of architecture and interior design (SAID) at SRM University, Kattankulathur. The theme of the symposium was "Impact Of Globalization On Indian Architectural Scenario". About 200 students from various architecture schools all over Tamil Nadu participated in FAB 2014. FAB 2014 was inaugurated by chief guest Ar.C.R.Raju, Chairman IIA, T.N.Chapter. There were guest lectures and presentations by eminent architects from

Tamil Nadu. First Mr.Murali, (M.Arch McGill,Canada) from Chennai talked on the innovative design practices and presented some innovative and inspiring residences, institutional and hospital projects. Mr Sujatha Shankar, M.Arch (U.S.A), President INTACH foundation, Chennai talked about both architecture and interior design projects. Mr Siddarth Shankar, M.Arch (U.S.A) from Ramani Shankar associates, Coimbatore showcased his works on commercial, educational and industrial projects. Mr P.G.Sivakumar from Trichy

showed his works of hotel, residences, hospitals, etc. Mr S.Vijay Kumar from Trichy, chairman ARCHTRUST talked about Laurie Baker works and also on lightning and innovative usage of building materials. The last speaker Mr Bhuvanasundar showcased use of exposed bricks. Student competitions were also held and students from various colleges participated and won prizes. Ar J.Manoharan (Past Chairman IIA, T.N Chapter) gave away the prizes and delivered the valedictory speech. The program concluded with cultural events by students.

The secret to get ahead is to get started-Schneider Electric

**Harsha Rajeev
Arjun. B. Narayan**

Schneider Electric has announced its fourth annual Go Green in the City 2014 global business case challenge. The participants are required to come up with intelligent & efficient energy management ideas. As of now, students from over 80 countries worldwide have pre-registered for the event.

The competition is open to all students who are pursuing a bachelor's (2nd year and above), master's or an MBA degree. The competition has been divided into five phases. It will begin with the formation of teams post registration. Once the students have formed teams of two, they will be subjected to various challenges, which include individual and team tasks, timed game quizzes and missions. Following the quiz, the remaining teams will be given a chance to present their ideas



Winners of the competition get an opportunity like none other.

Image: www.gogreeninthecity.com

of efficient energy management to a panel of judges. The top 100 teams selected on the basis of their presentation will be assigned a mentor to help them create a synopsis and a business case for their idea. The final 12 teams will then be invited to Paris to present their idea in front of an expert panel of judges. The winners will get a trip around the world and a career opportunity at Schneider Electric. Participants must form a team of 2, with both members

studying in the same country for the duration of the competition and at least 1 member being a female. Completion of each mission is rewarded by points, with the aim being to top the scoreboard.

The deadline to submit ideas is 15th February 2014 and the final will be held in the month of June 2014. Students can register online at the SRM University website or at www.gogreeninthecity.com.



Dr. T.V. Gopal, Dean, International Relation presenting a memento to the Chief Guest

Lifting The Hindu LitFest Trophy



As a part of The Hindu Literary Festival, students of the Dept. of Journalism and Mass Communication of the Faculty of Science and Humanities performed a play - an adaption of the novel 'Foreign' by Sonora Jha (One of the shortlisted books) at the LitFest. The forty minute performance won high praise from the audience with the author of the book, Ms Jha, witnessing the show and later on saying, "This is a theatrical performance of 'Foreign' by the drama program of SRM University, Chennai, on Day 2 of The Hindu Lit For Life literary festival. Watching them bring to life the characters of Bajirao, Gayatribai, Kabir, Ammar and Katya - chills down my spine"

The JMC Team won the First prize for their performance.

Here in this picture the student team with the Director of the Faculty of Science and Humanities, Dr. R. Balasubramanian



Dignitaries at the interactive session

Prospects of a new course... Pharm.D

Staff Reporter

It was a day to remember for the students and staff of SRM College of Pharmacy, when they were presented with an opportunity to interact with Dr. B. Suresh, President, Pharmacy Council of India. Professor K. Chinnaswamy, President, Tamilnadu Pharmacy Council accompanied Dr. B. Suresh.

Dr. B. Suresh and Prof. Chinnaswamy were welcomed by Dr. K.S. Lakshmi, Dean, College of Pharmacy, after which Dr. Suresh took the centre-stage and gave a talk on "Prospects of Pharm.D program". He enlightened the audience on the various new vistas available for Pharm.D professionals globally.

The Pharm.D or Doctor of Pharmacy is a recently introduced course, approved by the PCI,

which fully deals with the role of clinical pharmacist in hospitals and in the community. With the introduction of the course, the realm of the pharmacy profession has extended to patient care in addition to their role as manufacturers in pharma industries and as drug developers in the research areas.

Dr. Suresh actively interacted with the audience for more than one hour when he clarified the doubts and answered the queries. His answers were motivating to the students and at the same time informative and educative.

The session ended with Dr. N. Chandrababha, Director, Health Sciences, speaking about pharmacy education. Dr. V. Chitra, Vice-Principal, and Dr. Christine Birnie, Fulbright Scholar, College of Pharmacy, were also present on the occasion.

SRM College of Nursing Celebrates 22nd Lamp Lighting Ceremony

Staff Reporter

The 22nd lamp lighting ceremony of SRM College of Nursing was celebrated on 10-01-2014 at the Medical College Auditorium. Dr. Latha Venkatesan, Principal, Apollo College Of Nursing was the Chief Guest and Dr. R. Balasubramanian, Director (Science & Humanities), SRM University was the Guest of Honour.

The programme started with the procession of freshers, followed by invocation. Mrs. Akila Devi, Associate Professor, SRM College of Nursing welcomed the gathering. Following the lighting of lamp by dignitaries, Presidential address was delivered by Dr. N. Chandrababha, Director

– Health Sciences. After congratulating the freshers, she highlighted the symbolism of lighting the lamp during this ceremony. She challenged them to inculcate the top 10 qualities of a Best Nurse and to develop as smiling, sympathetic, sincere and skillful nurses.

After the ritual of lamp lighting by the freshers, the Florence Nightingale pledge was administered by Dr. A. Judie, Dean, College of Nursing.

Dr. Latha Venkatesan in her Chief Guest Speech congratulated the students for choosing the dynamic profession of nursing and for choosing this Institution. She motivated the students to follow the role models and to be as a coffee bean, adding flavor wherever they are.

In his address of the gathering, Dr. R. Balasubramanian inspired the students to be approachable and noble saviours of the society. He encouraged the students to fulfill the SRM University Chancellor's wish - "To be happy and make others happy."

The freshers were felicitated by, Dr. K. Gireesh, Deputy Dean, SRM Medical College and Dr. Mushtaq Ahmed Khan, Medical Superintendent, SRM General Hospital sharing their experiences and telling interesting anecdotes.

The ceremony came to an end with the proposing of vote of thanks by Prof. Selvakani Pandian, HOD, Medical Surgical Nursing, SRM College of Nursing.



Students of SRM College of Nursing along with dignitaries



The Ball Badminton team with the trophy with the Founder Chancellor

SRM lifts “Charminor Trophy”

Staff writer

The SRM University Ball Badminton Team won the “Charminor Trophy” Men Championship at the All India Inter University Ball Badminton men Tournament which was held at Algappa University, Karaikudi recently.



The Men's Volleyball team with the Chairman, SRM Group

SRM becomes first university to win state championship

Staff Reporter

SRM University overcame defending champion IOB, Chennai in five entertaining sets to bag the men's title at the senior State volleyball championship recently.

Jerome Vinith delivered a standout performance to lead his team to a 21-25, 25-13, 27-25, 20-25, and 15-10 victory

The bankmen, boasting of the India trio of Vaishnav, Naveen Raj and Ukkara Pandian, were quickly off the blocks taking the first set by 25-21.

But R. Vignesh and Jerome helped SRM level matters by winning the second set by an easy 25-13 margin.

In the fourth round IOB managed well as it won 25-20.

Aided by the lanky Vaishnav, IOB blocked off the smashes from SRM. From IOB, Naveen's performance was noteworthy.

In the decider, SRM raced to a 11-6 lead and never looked back. A winning smash from Jerome sealed the title in its favour as it became the first university team to win the State senior championship.

SRM gain wings at Red Bull campus cricket

Staff Reporter

The Red Bull Campus Cricket was held in Chennai at Spic YMCA grounds recently. In the Chennai region, 4 teams took part: SRM University, Loyola College, GuruNanak College and Vivekananda College.

SRM registered a comfortable victory against Vivekananda college in the first semi final. Aashish Kumar claimed 5 wickets for 27 runs. Bharath Shankar, Mukunth and S. Dinesh batted well.

Vivekananda was 107 all out in 19.1 overs and SRM

108 for 2 wickets in 18.2 overs clinching the semi final by 8 wickets making their way to the finals.

SRM University beat Loyola College in the finals by scoring 109 for 9 wickets in 20 overs

SRM University thus became the winners of the Chennai region and qualified for the South Zone. This will be in of league format between other winners from Kerala, Bangalore and Hyderabad as well. Two teams will qualify for the Nationals which is to be held at Chandigarh.



The winning team from SRM

Women's Incumbency in the Field of Volleyball

Khushboo Agarwal
Nandita Adityan

well. They Juggled positions amongst themselves, and were in the same league from the start.

The Inter University Women's Volleyball Tournament for the year 2013-2014 was held in SRM University Kattankulathur. It saw the participation of a large number of teams. The Zonal matches were held between 3rd and 7th December while the National matches were held between 9th and 13th December. SRM University won first place among the 57 teams that participated in the South Zone, followed by MG University. In the National tournament, SRM University stood 4th while the team from University of Madras bagged the first place. The top four teams in the Zonals played first fiddle in the Nationals as

Speaking to Spectrum, the Director of Sports said, “In the Nationals the team's luck on the day of the match decides the game. All the teams have invested a lot of hard work and are very well trained.” This tournament, saw the usage of both the indoor and outdoor courts in the same championship for the first time. The South Zone Tournament was inaugurated by the Vice Chancellor of SRM University and the valedictory ceremony was graced by the Pro- Vice Chancellor (P&D), SRM University. Ms. Elizabeth Paul, an MBA student was selected to represent the State in the Nationals and won bronze medals in the same.



The winning team from SRM

Remembering Greatness: Nelson Rolihlahla Mandela



**Gaurav Sinha
Sanju Varughese Mathew**

"I have cherished the ideal of a democratic and free society in which all persons live together in harmony and with equal opportunities. It is an ideal which I hope to live for and to achieve. But if needs be, it is an ideal for which I am prepared to die."

Nelson Mandela's famous words, delivered shortly before his sentencing to life imprisonment in the 1964 Rivonia trials are testimony to a leader who was prepared to walk side by side with his people, guiding them on an uncertain journey towards justice.

A global symbol of democracy and social equality amongst races, Mandela's unflinching will power was key to dismantling the legacy of apartheid that had maintained a stranglehold on the South African people. Despite spending nearly three decades behind bars, he established himself as South Africa's first black president in 1994, four years subsequent to his release.

A firm believer in equal legal and human rights for all people, irrespective of caste, creed and background, Mandela, known affectionately by his traditional Xhosa clan name 'Madiba', fostered relations between the people of South Africa and former colonialists.

He led the nation's path to recovery and served as a guide to other nations during disputes, attempting to defuse tensions globally.

His life demonstrated the power of forgiveness as well as the ability to move forward to build a better tomorrow, regardless of the past. Like Gandhi before him, Mandela taught the value of struggling for beliefs against all odds. As the great man himself so eloquently put it, "I learned that courage was not the absence of fear, but the triumph over it. The brave man is not he who does not feel afraid, but he who conquers that fear."

Waste of a Wish

Rahul Jain

"No, no, the angle's wrong."

"shut up, i know what i am doing."

"and you missed 3 of the pigs, told you its wrong! Now listen to me and take it a bit low."

"doesn't matter, i want the 3 stars, let's restart the level."

"what is it with you and 3 stars?"

To those who haven't deduced it yet, this is the general case of an Angry Birds addict, the search of 3 stars. However playing the game one thing does come in mind, what if the game developers removed the option to restart or respawn? How different those childhood years would have been which we spent pressing the restart or reset button or our 'Video Games' before the era of Playstation when Mario was the real deal and Islander was the closest thing to Tony Hawk's Pro Skater?

But then another thought comes to mind- what if we had a real life restart button?

Each and every single member of the human race has done something that bothers them at night, right at the verge of sleep; the incident comes to your mind, filling you with embarrassment and the question- WHY?

And in order to work, your memory would have to remain intact; otherwise you are just getting slapped twice. But then what is preventing you from stealing intellectual property and coming with an invention that wasn't developed back then? Other than some time anomalies and the need of time police, it seems like something we would kill for- A chance to Restart.

But the greatest irony of it all is that we have what we wish for, the restart button. It works every time and without fail and it allows you to keep your memory, but we don't use it.

Ride on

Harish Kumar K O

A motorcycle is a vehicle with two wheels that is powered by a motor and that can carry one or two people. That's how Webster dictionary describes a motorcycle. Not just that, but it is also generally regarded the same way by the common rider who uses it to go from point A to point B. Why do I say common rider? Because, there is one more kind. A rider who craves to extend point B. A rider who accepts the world as home. A rider is who is not "common". A rider better known as "Biker". To a biker a motorcycle is more than just a machine. The biker personifies the motorcycle, gives it a soul and lives by it (her/him) like the motorcycle has a life. I understand this might sound absurd to the common rider but to a biker the motorcycle is an important entity in his/her life.

Let us not misunderstand the rider who makes noise and rides around the city like Valentino Rossi to be the biker. The biker would never harass his/her bike. The biker knows how, when and where to ride. The biker abides by the rules because he/she is

to set an example. Moreover the biker rides with safety gears for his/her own safety. And that is because the biker knows dynamics of the road and the value of life. A biker understands the role of safety gears and believes in propagating the same to all riders. So is that all? Is a biker only another law abiding being? No. The biker has an adventurous trait which pushes him/her to keep riding. The biker learns from the experiences of visiting different locations. The biker converses with all kinds of people and experiences all kinds of foods. The biker values friendship as

he rides along with any random biker from any place.

So is it all fun being a biker? Of course not. There are hard times when you need fix the puncture by yourself. There are times you need to keep riding for hours. There are times you have a bad fall. But biking is like life. There are ups and downs. Life goes on; so does biking. If you need to know whether you are a rider or a biker, ride on a bike continuously for 3 hours. At the end of the ride, if you feel tired you are a rider. If you feel tired and happy at the same time, then probably you are a biker. One last thing this biker would like to convey to you all. Ride with a helmet and ride consciously. Ride hard, ride safe.



To a biker a motorcycle is more than just a machine

From the Desk of The Chairman, SRM Group

The Chairman of the SRM Group of Educational Institutions, Mr. Ravi Pachamoothoo, has asked the SRM Community to send in their complaints, concerns and suggestions to him at srmchairman@gmail.com or through sms to 99400 88414 (text messages only)