



**SRM**  
UNIVERSITY  
(Under section 3 of UGC Act 1956)

# **S**PECTRUM

The newspaper of SRM University

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## Admissions '15

The admission process opened on 3rd November for various programs offered in SRM University... A record was set with over 2.22 lakh student registrations competing for about 12000 seats in India's No 1 Private University.





# Contributing to rural health

**Staff Reporter**

To increase the awareness of the health among the poor and backward among the villages, SRM medical college hospital launched free family Health Card recently.

Speaking at the launch SRM Group of Institutions Chairman Mr. Ravi Pachamoothoo said that the card will provide access to quality healthcare services for the rural masses in the vicinity. ‘72 villages in and around Chengalpet taluk. The card which is validated for a year can be used to gain services worth Rs.50000,’ Mr.Ravi said.

‘The card covers many and most of the diseases apart from covering government

schemes,’ he added. Pro-Vice Chancellor-Medical, SRM Medical College and Hospital, Professor K.Sridhar said, “Members of the family with the card will be provided free consultation including super specialist consultations. Also charges will be diminished to 20 percent for preventive health care packages, CT/MRI scans etc”.

SRM hospital earlier had rolled out free patient transfer services from Hospitals connecting to as many as 60 villages around Potheri.

Stressing on the need to create awareness, Deputy Dean, SRM medical college, Dr. Girish said that the community centre is keen on briefing the whole point to the villagers.



*The Chairman of SRM Group at the event*

Ranjani Kanakaraj from Kilpakkam said that the services rendered through this scheme were highly beneficial. “For many like me, who cannot afford money to the health

card it is a boon. Also sproper services ensured by the hospital will be useful to the masses.” Mr. Ravi also announced the plan of launching a mobile hospital at the earliest. ‘An

inspection of the villages showed that many cannot afford the transportation facilities too which made us come up with an idea of mobile hospitals,’ he said.

# “Revolutionizing Infertility Treatment and Care-Showcasing Global Advancements”

**Staff Reporter**

The State Level Conference on “Revolutionizing infertility treatment and care-showcasing global advancements” organized by Department of Obstetrics and gynecological Nursing, SRM College of Nursing, SRM University six Credit Hours was awarded by Tamil Nadu Nurses & Midwives Council, Chennai. 201 Faculty / Staff Nurses from various Nursing Colleges and hospitals and student delegates

from various Nursing Colleges participated in the Conference. The State Level Conference was inaugurated by Lighting the Kuthuvilaku by Dignitaries on the Dias. Dr.A.Judie, Dean, SRM College of Nursing, and the Organising Chairperson of the State Level conference welcomed the gathering. Dr.K.S.Jeyarani Kamaraj, Infertility specialist, Aakash fertility centre and hospital gave the inaugural address. Mrs.K.Latha, Associate Professor & the Organising

secretary of the State level conference, unfolded the theme, Prof.R.Vijayalakshmi, Vice principal proposed the vote of thanks.

The distinguished resource persons were Dr Sathya Balasubramaniam, Senior Consultant Institute of reproductive medicine and women’s health, Madras Medical Mission, Dr.Sarat Battina, HOD of Obstetrics and gynecology, Apollo Hospitals, Dr.K.S.Jeyarani Kamaraj, Infertility specialist, Aakash fertility centre and hospital, Dr. Anjalakshi professor and HOD, Obstetrics and Gynecology, SRM Medical College and Hospital, Dr.B. Chitra, National institute of Siddha, Dr.Sheella Jayanthi, Dr.Latha Venkatesan, Principal, Apollo College of Nursing, Dr.K.Latha HOD and Associate Professor, SRM College of Nursing,

Mrs.L.Mohana, Reader, Padmashree College of Nursing was appointed as Observer by TNNMC for the National Conference.



*The winning team*

# SRM Kattankulathur Dental College continue its winning streak

**Staff Reporter**

It all started with Dr.Raja Pandian (Staff) and Dr.Gowri Shankar (Staff) winning first prize in javelin throw, shuttle singles and shuttle doubles, second prize in table tennis, carom and third in shot put and shuttle single at MIDAS IDA held at Chettinaad Dental College. The spirit continued with our college students who brought laurels to our college by bagging the overall cultural

trophy and runner up for the entire events at Sangamam Culturals 2015, held at Karpaga Vinayaka Dental College. We bagged first place in light music, eastern dance and fashion show. Second place in variety show and solo singing. In sports throwball team bagged 2nd place and 1st place for javelin throw, shot put and discus throw. All in all it was the team effort put forward by our college that brought us this far.



*The Chief Guest at the Inaugural event*



# Gearing up for a new academic year!

Around 40,000 students from nearly every state of India and from 50 countries, make SRM University one of the largest centres of higher learning centre in the country. 12000 students are expected to gain entry in the 2015/16 academic year intake. A closer look at the student mix reflects the diversity of students, both from within India and overseas, a judicious blend of cultures and nationalities, shaping students to become better citizens, but also preparing them for attractive careers in an increasingly global job market.

**SRMJEEE 2015: SRM Joint Engineering Entrance Examination 2015**

This examination for admission to B.Tech program is common for SRM University (four campuses) and SRM University Haryana. It was conducted in Paper Pencil mode in about 150 centers and as computer based test in about 62 centers.

**The results were declared on 4th May 2015;**

Admission is still open for various other programs in Science and Humanities, Medicine and Health Sciences, M.Tech and MBA for which online registration can be done. Entrance Examination for M.Tech (SRMGEET) and for MBA (SRMCAT) are scheduled for 31st May 2015. The cut off dates for registration to other programs are 9th May 2015 and 4th June 2015 respectively for UG and PG programs.

**Eligibility**

SRM University pushed the bar high for a new benchmark last year for entry, setting the minimum pass mark in school final examinations at 70% (for admission to B.Tech), a bold step in the university's continuous effort for bringing in qualitative changes at all levels. In just a year since introducing the minimum cut off mark policy, purple patches are beginning to appear in areas such as student projects, academic achievement, and research and innovation. However the eligibility has been fixed as 60% for campuses other than Kattankulathur.

**Counseling for B.Tech program:**

Counseling for admission to

B.Tech has been scheduled from 17th May 2015 to 24th May 2015 at the Kattankulathur campus. However, candidates interested to join SRM University NCR campus can report there at the allotted date and time and candidates interested to join SRM University Haryana can report there at the allotted date and time. Rank card, Counseling call letter and Counseling record can be downloaded from SRM web portal.

In a similar way, counseling for admission to various other programs has been scheduled from 25th May 2015 to 25th June 2015.

**Scholarship**

Founder's Scholarship to the first 50 rank holders and this scholarship entitles them for 100% waiver of tuition fees hostel / transport fees, book fees, CDC and a monthly stipend of Rs. 1000/-. The University introduces SRMJEEE Merit Scholarship having two categories as: Rank 51 to 250 – 75% waiver of tuition fee and Rank 251 to 500 – 50% waiver of tuition fee.

For 200 students who have secured 95% and above in PCM/ PCB in qualifying examinations and ranked amongst the top 15000 in SRMJEEE, Board Merit Scholarship with a value of 50% of tuition fee waiver will be given in the branch they are eligible for at the time of counseling.

Apart from the above scholarships SRM University sanctions scholarship for sports personnel, scholarship to economically challenged candidates and scholarship to physically challenged candidates.



**SRM University pushed the bar high for a new benchmark last year for entry, setting the minimum pass mark in school final examinations at 70% (for admission to B.Tech), a bold step in the university's continuous effort for bringing in qualitative changes at all levels**

New Programs offered from the academic year 2015 – 16
B.Com (Hons.)
M.Tech Big Data Analytics
Master of Hospital Administration (M.H.A)
Diploma in Emergency Medical Technology & Trauma Care (DEMTTC)
Post Graduate Diploma in Hospital Administration (PGDHA)
Post Graduate Diploma in Clinical Research (PGDCR)
Post Graduate Diploma in Medical Microbial Technology (PGDMMT)
Certificate Course in Medical Office Management (CcMOM)
Diploma in Emergency Medicine
Diploma in GI Endoscopy Technology
All admission related details may be had from: <a href="http://www.srmuniv.ac.in">www.srmuniv.ac.in</a> , 044 – 4743 7500, 2745 5510, 27417400.



## “Young Scientist Award 2014 in Environmental Research”

Staff Reporter

Science shows no mercy, so scientific research demands immense dedication and hardwork. Scientists who deliver it, are crowned with excellence. SRM Research Institute houses research faculty members of such scientific potential. One such eminent personality from SRM-RI working on Persistent Organic Pollutants (POPs), Dr.Paromita Chakraborty has been awarded the Young Scientist of the Year Award 2014 on Environmental Research by the International Board of Awards in the inauguration of International Conference on Environment and Ecology, Science city, Kolkata. Award panel consisted of expert members from Foundation for Science and Environment, Scientific and Environmental Research Institute and Indian Institute of Ecology and Environment. Grand award ceremony was presided by Dr.P.R.Trivedi, Chancellor, Confederations of Indian Universities. Dr.Paromita Chakraborty was awarded for her contributions in bringing out electronic related contaminants in Indian scenario which deviated from the western world's observation. Study on Multi-media transfer and transboundary movement of POPs in India was started by Dr.Chakraborty through her comfort-defying



and intensive research work. Her work on Organochlorine pesticides were much sought after and cited. Dr.Chakraborty's inclination towards society-benefitting scientific research puts her on global map of environmental researchers to look for.



The President of SRM University and the Chief Guest with Gold Medal winners

## Be more accountable to society – Dr.R.P.Sathyanarayanan

Staff Writer

The SRM Arts and Science conducted its 19th Graduation Day on April 30, 2015. Justice P. Jyothimani Judicial member, National Green Tribunal graced the occasion as chief guest. The President of SRM University Dr. P. Sathyanarayanan presided and Dr. K. Subburam, Principal administered the oath pledge to students. The College has secured more than 50 University ranks Ms. P. Suryakala MSc Visual Communication student and G. Jayashree, Electronic

Media student bought laurels to the Institution by getting Gold Medal in the university of Madras.

Justice P. Jyothimani in his graduation day address expressed his concern on environmental issues. He outlined the danger of global warming and its impact on humanity, emphasizing the need to desist use of plastics and urging students to spread the message. President of SRM University Dr. P. Sathyanarayanan in his address emphasized the need for younger generation

to be more accountable to the society and work tirelessly to reach their targets. He asked students to get advice from all venues when it comes to final decision. The decision should be theirs.

Principal Dr. K. Subburam listed the various achievements of the College in his address including the 100% placement record of the College. In all 31 National and MNC companies recruited students for placement. 390 students graduated during the ceremony.

## TEDx: Shattering Stereotypes

Ashwin Radhakrishnan  
Aashish Boddeti

In March, TEDx SRM Kattankulathur organised an event in Dr. T. P. Ganesan Auditorium based on the theme— Breaking Stereotypes. The highly anticipated event was organized under the guidance of Professor and Head of Electronics and Communication Department, Dr. S. Malarvizhi and Assistant Professor (Sr.G) Mr A. V. M. Manikandan (Founder— TEDx SRM Kattankulathur) along with the SRM Electronics Club. The event was attended by both students and faculty not only from SRM but from other colleges, in and outside Chennai, as well. After the ceremonial inauguration, the TEDx speakers took to the stage to engage the audience with their stories, wit and mantras.

The event began with IIT alumnus, Mr Pratyush Rathore who gave up his job to follow his passion of educating people. He spoke at length about societal expectations and urged the audience to avoid following

trends blindly and to follow one's true passion. The other speakers included National Geographic author Ms Anuradha Tiwari and Ms Tejasvita Apte from Symbiosis Law School, who gave very inspiring speeches. There were also alumni from SRM on the speaker's ensemble such as Mr KVL Mohan, an innovator in the field of Electronics and Marketing and Mr Varun Jhaveri, a UNESCO youth representative. Both were thrilled to be back in familiar surroundings and spoke about life after college. The next speaker was 14 year old child prodigy Ms Vishalini, holder of six world records

who got the opportunity to share her achievements. The last speaker was Ms Apsara Reddy a successful editor, journalist, activist and a proud transsexual woman who shared her experiences and spoke about the importance of magnanimity and acceptance.

With the Electronic and Progressive Rock band Frank's Got The Funk performing sessions and the Speakers staying back to have a laidback interactive session with the audience, the day was eventually signed off leaving the audience with a better perspective of what lay ahead in their lives.



Varun Jhaveri talking

## Technology of the Future Past

Aashish Boddeti

Technology. Ever swelling, ever developing, *having infinite possibilities*. Every moment thousands of new innovations and inventions emerge from the geniuses of our civilization. While you sit and read this article thousands of minds are in perpetual motion to change the world and hundreds have already succeeded. There are various factors responsible for this constant increase in technology which brings us a step closer to the future with each passing moment. What if an instrument was invented well before its time, how would society adapt? Such questions are difficult to answer. Movies however give us an idea about these changes. They introduce the audience to an alternate reality which allows glimpses of a society which has adapted to this stimulus.

Sci-fi movies have not only provided us with entertainment

and an understanding of scientific principles but also have sparked ideas into many curious minds. Ranging from extremely essential products like Mobile phones and Tabs from “Star Trek”, Instant messaging from “Pretty in Pink”, Flat screen TV's from “The Jetson's” to exoskeleton bodies, robotic limbs etc. inspiration has been in abundance for the scientifically able. Even the famous Iron Man Suit and cloaking device are in developing stages; soon to be displayed to the human civilization. There have been many other movies which have provided a blueprint for the future of technology advertently increasing the pace of our great march forward.

It is only a matter of time till we plateau but for now, growth is an exponentially elevating process and to see inspiration and ideas being provided by means such as motion pictures only opens a shortcut to the inevitable expansion



# Beyond Boundaries: An SAP Experience

**Khushboo Agarwal  
Shubham Sahu**

The semester abroad program (SAP) is the flagship program of SRM University. It provides a platform for students to interact and explore opportunities at various international universities. The extraordinary infrastructure, high-end laboratories and distinguished faculty members in these institutions presents a golden opportunity to students studying in SRM to further their knowledge and gain valuable experiences.

Many students who went for SAP have credited it for furthering their interest in their chosen fields. Vivek Rajasenan of Automobile department spent his odd semester of 2014 at MIT, Boston and did a project on dynamic absorption using electromagnetism. According to him, his project gave him

deep insight into the subject and he is now pursuing further research in the same. Another student, Raghav from Electronics and Communication department who also spent his V semester in MIT did some exceptional projects there like an electronic synthesizer which transforms brain signals to music. One of the USPs of these institutions is the emphasis on real world solutions rather than theoretical knowledge alone. Carnegie Mellon University, one of the favourites of the SAP Program aspirants, gives numerous opportunities to students in terms of exposure and special courses. Sandeep Agarwal of Computer Science Department, currently in his final year, spent his previous semester in CMU. Some of his project work included creating an Android and Web based app and he also worked on the power usage of an application in Mobile at the OS level. One



*Semester Abroad Program students living their dream*

of the highlights of his semester was his appointment as a TA, a technical assistant in Cloud Computing Class. "It was a great experience. "He said, "It really

helped me to grow both as a person and as a professional." The SAP program has undoubtedly exposed students to industry and research-level programs.

These students now have a better understanding of their subjects and the practical approach needed has been tested and verified.

## SRM University reaffirms MoU with University of Georgia

**Tuhina Das  
Tryphena S. Augustine**

The University of Georgia, USA and SRM University reaffirmed their commitment to a joint collaboration by signing a Memorandum of Understanding (MoU) on 12th March 2015 at SRM University. Dr. T.P Ganesan, Acting Vice Chancellor and Pro VC of SRM University and Dr. Kavita Pandit, Vice Provost for International Education, University of Georgia, signed the agreement. The MoU signalled a new phase of collaboration to strengthen student mobility programmes and research collaboration. The objective is to work together to meet the environmental challenges. Nurturing the vision to evolve as an Institution with international character, this agreement encourages SRM University to intensify foreign ties.

Faculty and students from

University of Georgia instituted to learn about the challenges facing India in Environmental Engineering and learn from the existing approaches being adopted for containing the same. The students of SRM University from various streams engaged the guests in Industrial Visits to the Tamil Nadu Pollution Control Board, GMR Power Corporation and Koyambedu Vegetable Market. Further visits are lined up to challenging sites of environmental degradation in Chennai, Coimbatore and Karur.

"It is my first visit to Chennai and I feel humbled by the manner in which the environmental challenges are being tackled. The learning is giving me context for a more holistic understanding of issues and how the rest of the world is meeting challenges", remarked Sonali Shah, one of the students in the delegation from University of Georgia.

## Just Hanging Out-Hangout'15

**Bipul Lohia**

Google Students Club, SRM University which is a part of Google Student Ambassador Program of Google Inc. organised the second edition of the Google Fest, 'Hangout', during March this year. The fest comprised of 6 unique events and 4 workshops and saw participation from over 3500 students. Many eminent speakers from across the city were also invited to share their knowledge with the participants.

The program took off with a workshop on 'Design Sprint' which was an introductory session on Design Thinking, given by Mr. Ashwin Shankar (Co-Founder and CEO, theWorks@). This was followed by workshops on 'Git-VCS' which was an introductory session on Version Control System, 'Android App Development and Angular JS' which aimed at building Hybrid Applications that could run on all commonly used platforms and 'Cloud Camp' in the final week of the fest.

Besides having workshops on various topics, there were also creative and out-of-the-box events which took place during

the course of the fest. These included 'Doodle 4 Google' - a competition for showcasing creativity by making doodles, 'Gquest' - a innovative treasure hunt which included cryptic hints, 'Google Quiz' - a quiz all about Google and its products, 'Photogrammetrically Correct' - a photography contest, 'Project Ara' - an event on the lines of building concept of Ara phones which included auctioning of the different modules of a phone and then going through a design sprint to design the phone, and 'Design Infographic' - a competition to design posters related to Google products.

Overall the fest was a grand success with students highly impressed by the experience. "It was a creative and unique fest which gave us the real time experience of the practical implementations"-said Manik, a first year student. On being asked about her views, Debashri Mukherjee, Google Student Ambassador of SRM University said-"We are very happy to surpass the quality and creativity of Hangout this year, with better participation and reviews from the participants, and we hope the trend continues in the upcoming years too."



*Guest workshop being conducted in Mini Hall 2*



## The Good, the Quirky and the Catchy!

Priyanka Murali

We are one of the first generations to grow up with the magic of television. Like all public domains, it soon became riddled with advertisements. From truckloads of Zoo-zoo merchandizing, to the Docomo jingle that you hum in your sleep until it drives you mad, advertisements are one of those inescapable nuances of life.

There are ones with the memorable catch phrases like Complan's 'I'm a Complan boy!' and Pepsi's 'Yeh Dil Manglein more!' which even went on to become a war cry during the Kargil War in 1999! Then there are ones with lovable characters woven in, like the Hutch Pug, Vodafone Zoo zoos, 5Star's dynamic duo of Ramesh and Suresh and my personal favourite Naukri.com's irritable boss Hari Sadu. Let's not forget the jingles like Raymond's slow jazz tune and Dairy Milk Silk's catchy tune, you know ...the one we inevitably end up singing every time we bite into one. Now that's what I call product reinforcement!

Nothing gets the Indian viewer more riled up than the promos for cricket matches. Yes, I am talking about every sportscasters dream, India vs Pakistan. This World Cup was no exception. The ad has an exasperated Pakistani fan eagerly waiting over a decade for an opportunity to burst his 'Phatakas' to celebrate a world cup win over India; an ad that had an entire nation chanting "Won't give it back".

Let us not forget companies consistently coming up with fresh, contemporary ideas



Ads that stand the test of time

to stay relevant. Companies like Amul, with its beloved mascot the Amul Girl who dishes out her take on current affairs with panache in the form of 'butterfully' illustrated caricatures. Fevi-kwik ads, like the one with the soldiers at the Wagha border ceremony where the Indian soldier helps his Pakistani counterpart by fixing the sole of his shoes and saving him the embarrassment; which sends a message of unity but with a humorous touch.

Some of the ads that will be always remembered have nothing to do with selling products. These are campaigns that try to sell ideas. Adidas and Nike have played this card many times in the past, with ads portraying prominent sports personalities doing what they do best that will get anyone's adrenaline pumping. But the most famous advertisement under this category is undoubtedly Apple's 'The Crazy Ones' campaign which emulates the philosophy that Steve Jobs wanted to reinforce within his company 'Think Differently'. So to quote Steve Jobs: "Here's to the crazy ones.... the round pegs in the square holes."

## From Motion pictures to reality: Sci-Fi Movies

Aashish Boddeti

For years cinema has impacted human society. It regularly provides people with entertainment in various genres, opens their mind to new ideologies, and provides them with important insights which formed the crux of our civilization. Maybe I might be over exaggerating. But how on earth did so many movies accurately predict the technological advancements of the future? Sci-fi movies, for e.g., have constantly predicted technologies which have been adopted into our lives even before their implementation.

Human imagination is a powerful tool without any limit. Now imagine this powerful tool is given an upgrade of scientific

knowledge, providing us with countless possibilities in the world we live in, solutions to daily problems and more importantly a better future. Thus the sci-fi genre has provided scientists with a blueprint of the future. Isaac Asimov, H.G Wells etc. were amongst the most prominent predictors of future technology. Each of them possessed scientific knowledge and a mind overflowing with creativity. All that required was an outlet for such content to be shared with civilization. Books and movies provided such an outlet, inspiring many scientists to visualize a new frontier from the blue print provided.

Classic films such as 'Back to the Future', 'Minority Report' and even the animated series 'The Jetsons' provided novel

concepts well before their time. What seemed like products of pure childish imagination now seem to be the next step forward. Some of the projects in the pipeline include the 'Iron Man' suit, which is being developed by US Army, the hover boards shown in 'Back to the Future' as well as the food synthesizers from Hitchhiker's Guide to the Galaxy. The latest breakthroughs have provided access to even the most incredible technologies such as holograms, cloning and space exploration.

These ideas which are ushering in a new era had been introduced in the minds of those before us through science fiction. Similarly the seeds of innovation are being planted amongst us and will surely help us make tomorrow better.

## Handwork Turns Your Dream into Reality

Priyankadevi  
Mohankumar  
Srinidhi Mohan

As the final years are settled with their placements, Nakul Ashok of the department of Computer Science Engineering has turned his dream to work in Microsoft into a reality with a handsome pay package of 17 lakhs per annum. Priyankadevi Mohankumar and Srinidhi Mohan from Spectrum talk to him about his achievement. Excerpts:

**Q) Can you tell us about your internship at Microsoft?**

A: Through an off campus interview at Bangalore, I got

an internship offer for 8 weeks. I worked with the MS Excel team. The internship helped me gain valuable insights into time management, structured working style and being a team player. I also learnt that mastering basics is vital to be able to quickly learn and adapt to new technologies.

**Q) What came to your mind when Microsoft offered you the job?**

A: Well, exhilarated and humbled! It is a place where the brightest minds from CSE and aligned streams work and the fact that I can move along, learn from and work with them was like a dream come true.

**Q) What is your advice to the future core company aspirants?**

A: I would recommend that they focus on the basics learnt in the first 2-2.5 years of engineering. Also, it is advisable to maintain a good CGPA (>8.5). One thing I would like to mention is to make sure the company they are applying to, works on products which align with their interests.

**Q) Where do you see yourself in the future?**

A: For now, I would like to gain experience and evolve as a software developer. Eventually, I would like to take up a role that combines managerial skills with my tech background.

### 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)

## It is Thanksgiving at SRM

Shruthi Vatsyayani  
Bipul Lohia

With the academic year coming to an end, SRM University's Directorate of Student Affairs (DSA) hosted its annual Gratitude Day. The event was to express gratitude to members of the DSA including the various office bearers, House Captains, Club

Conveners, and Domain Heads. The program was presided over by the Director of DSA, Dr. P.K.A. Muniswaran who praised the efforts taken by the members in conducting numerous successful events this year.

Laying emphasis on the grand success of 100 hours of MILAN'15, he urged the

members to carry the legacy forward and to eclipse this year's success in the near future. The program consisted of various dance performances as well as other cultural activities. Two mini games were conducted for the office-bearers to add humour and keep the audience engaged. This year's Best Club and Best House titles were bagged by 'SRM Environment Club' &

'SRM Sports Club' and 'Astra House' respectively. "It was dedication and hard work put in by our team members that fetched us this award", said Alisha Aman, the Environment Club Convener. On being asked about the coming academic year, she said the club has plenty of new events lined up already and would live up to the expectations.





Participants at the Annual Day Celebrations

## Annual Day @ SRM - Vadapalani

The Sixth Annual Day was celebrated by Faculty of Engineering and Technology, SRM University, Vadapalani Campus on 13th April 2015. Mr. Hari Mohan, General Manager, Heavy Vehicle Factory, Ministry of Defense and Mr. K. S. Ravikumar,

Renowned Film Director and Actor were the Chief Guests. SRM University Registrar Dr. N. Sethuraman, Director Dr. C. Muthumazhchelvan graced the occasion and offered felicitations. Dean, Dr. K. Duraivelu presented the Annual Report of the

campus. The chief guests distributed the Prizes to University Rank Holders and Winners of Cultural and Sports Categories. The Annual Day was marked by a stupendous display of commendable fine arts performances by the talented students.

## Raising The Bar In Robogames

**Aditya S. Sripada**  
**Khushboo Agarwal**

SRM Team Humanoid, one of the only two humanoid robotics teams in India represented the country in the 11th International Robo Olympics, Robo Games 2015 in San Mateo, California and procured a BRONZE MEDAL for the nation in the Humanoid Freestyle Event. RoboGames is the World's largest open robot competition and considered to be the greatest robotics competition on the planet with a participation of 227 teams from 18 different nations.

A team of 28 Undergraduate students from various departments of engineering in SRM University,

led by Harikrishnan L. participated in the event with a single vision to establish India as a forerunner in the field of Robotics and Artificial Intelligence. Together they built SRM University's first humanoid robot to participate in robogames. The robot gained a lot of attention after its well acclaimed artistic creation of India's map outline and is the only humanoid in the world to perform this feat. The team not only succeeded in its first RoboGames but also had a good outing in Indo-US Robo League' 15. The bots named as MUSCLE V.0.1 at the Indo-US Robo League made record of 3 minutes 20

blocks and MUSCLE V.0.2 at RoboGames comprising of two arms, drew India and USA Map simultaneously with its left and right arm respectively.

Despite leaving a mark on the history of Indian robotic, the team remains hungry for more. Their next aim is the DRC (DARPA robotics challenge) which is the prize competition funded by the US Defence Advanced Research Projects Agency, aiming to develop semi-autonomous ground robots that can do "complex tasks in dangerous, degraded, human-engineered environments." Not only DRC, the team also wants to participate in other competitions like HuroCup.

## Your Internet Isn't Getting any Cheaper

**Rahul Jain**

'Hey Akash, Let's get going,' said Suchit without the courteous knock or greeting as always. 'Go where?' asked Akash coming out of his daydream at the first call which was a feat in itself. 'Dominos! It's one on one offer today,' replied Suchit, getting Akash's clothes off the hanger and tossing them on his bed, 'Come on. The crowd will only grow.' 'Nah, I am on a diet,' said Akash without looking up. Eventually he did, when the silence grew unbearable. 'Diet?' asked Suchit, sarcasm and contempt dripping from his

tone. 'Is that the same diet that got you to gulp my Sub when I went to the bathroom?'

'Yeah, about that....' began Akash. 'Oh spit it out already. What's the real reason?' interjected Suchit, clearly in a hurry to get to Domino's. 'I got my internet pack yesterday,' mumbled Akash. 'So? You withdrew 2500 before that. That's enough change.' 'Not really. Actually there is no change left,' stated Akash.

'Did you purchase the stock of the service provider as well?' mocked Suchit. 'No... See, I got the basic Net recharge for 570 for 2.5 GB, then I got the

information service package for 130 after which I got the Deluxe networking package for 380 but that doesn't cover Whatsapp or Skype and Sheetal uses only Whatsapp and Pranali is on Skype so I had to get their packages for 200 each but VoIP pack is separate, so I had to get that for both of them again for 190 and 180. Also, I needed some talk time so got a 200 recharge done.' 'That still leaves you with around 500. That's plenty,' replied Suchit, clearly keeping a tab in his head. 'I got another recharge for that,' replied Akash, getting interested in his nails at the same time.

## Going to the city? Charge your phone Exploring the city? Let it die

**Rahul Jain**

Common sense suggests that if you go out, carry an entertainment source, do your research on the route and alternatives, get up early and go. The Smartphone and its battery lets you do none of these things.

Unless you are familiar with the city, research won't do you a lot of good because Google maps have quite a few places located incorrectly. Inevitably, you will get up late, leave later and listen to music or surf the net if you are alone or maybe even if you have company a.k.a. low battery. All things said and done, it can be quite a wonderful thing. Once your phone dies, you are out in the open. Initially, you will look for places to charge it, only to realize you don't have your charger. The feeling of panic will set in and soon evaporate. You will start asking people how to get wherever you need to go in case you haven't done

the activity you got out of your bed for. Or else, you will start asking directions for the nearest railway station, or rather the one you think is the nearest and end up with 5 different options from 3 knowledgeable people only to give up and board the bus with a recognizable name on its panel.

Alternatively, you can roam around a bit, see what the city has to offer, which is a lot. You will see fancy restaurants you never heard of and you go in them and if your pocket permits, you order something. You may even stumble across the biggest library and go in to ask the directions to the friendly guard and somehow end up on the 5th floor reading how every story is just a spin on one of the seven basic plots that exist.

And when you reach home and charge your phone only to see missed calls from your parents, you might wish that you hadn't charged it just yet.

## A Nation of Cricket Worshippers

**Zafar Faraz**

It was an ordinary day or so I thought. Reluctantly I climbed out of my bed, bathed, grabbed an apple and made my way to class. The first thing I saw as I entered set this day apart from the others. About half the class was empty and the other half sat there reluctantly out of fear of getting detained. I casually walked up to one of my classmates and asked him why the other half hadn't shown up. He gave me the stink eye and incredulously replied, "It's the semis today! India VS Australia! Don't you know?"

I settled back down, ashamed as to my lack of knowledge regarding sporting affairs. After some tiring lectures, break arrived and I went to Java to grab some lunch. There I was treated to yet another anomaly: it was empty! Later while passing Subway I

came across another unusual sight. It was full to an extent that no person could stand, let alone enter the place! As time increased the crowd grew, the poor restaurant manager totally confused as to what to do even though it was his goal to see the place crawling with customers.

Seeing this, a realisation struck me. On days like these it doesn't matter whether a war wages on the border, if oil prices skyrocket or if inflation is strangling us all. All is forgotten when the batsman hits a six and their supporting side wins. Patriotism is redefined on a day like this, a day where people would let the opportunity of a lifetime dwindle away just to see a match. Across the country, eyes are glued to screens and even the slightest actions are either worshipped or vilified. All this for a sport which reigns over the hearts of the people.



Subway with eyes glued to the screens





Best Oral presentation Award

## Extremal Materials For Specific Applications - Director, DRDO

### Staff Reporter

The 3rd National Conference on Hierarchically Structured Materials (NCHSM 2015) was organised by Department of Physics, SRM University, Ramapuram campus on 25th and 26th Feb 2015. The conference was sponsored by Defence Research & Development Organization (DRDO), Ministry of Defence, New Delhi.

Dr. V.Subbiah Bharathi, Dean, SRM University presided over the inaugural function and released the conference proceedings. He outlined the importance of gathering people to work for the development of science and technology. The Chief Guest Dr. K.Muraleedharan, Director (Technical) Materials, DRDO Head Quarters, New Delhi delivered the inaugural address. In his inaugural speech he emphasised the effects of hierarchical structures on the properties of materials. He further added that the physical properties of extremal materials are tailored for specific applications.

Dr. L. Sudha, Professor & Head, Department of Physics and Convener of NCHSM 2015 welcomed the august gathering and presented the overview of the conference. Dr. L. Antony Michael Raj, Vice Principal, SRM University felicitated the delegates and organising committee. Dr.P.Parameswaran,

Chairman, Indian Institute of Metals(IIM),Kalpakkam Chapter, Indira Gandhi Centre for Atomic Research (IGCAR) graced the occasion as Guest of Honour. He delivered the special address and a scintillating plenary talk on Electron Microscopy Characterization for Nanomaterials.

Scientists, researchers and students from premier institutions and organisations shared their perspectives on a wide range of topics like Nanohybrid structures, Nano Fluids, Functional Nanoporous metallic materials and Micro/ Nano structured biofunctional implants. Dr.R.Jayavel, Director, Centre for Nanoscience and Technology, Anna University, Chennai, Dr. Dhanalakshmi Sathish kumar, Scientist-F, Metallurgy lab, Manufacturing Division, Combat Vehicle Research & Development Establishment(CVRDE), Avadi, Chennai, Dr.R.N.Viswanath, Ramanujan Fellow, Surface and Nanoscience Division, Materials Science Group, Indira Gandhi Centre for Atomic Research (IGCAR), Kalpakkam, Dr.T.S.Sampath Kumar, Head, Medical Materials Laboratory, Department of Metallurgical & Material Engineering, IIT Madras, Chennai, Dr.I.Hubert Joe, Centre for Molecular & Bio Physics Research, Department of Physics, Mar Ivanios College,

Thiruvananthapuram, Kerala, Dr.D.Paul Joseph, Department of Physics, National Institute of Technology, Warangal, Dr.N.Vijayan, Scientist-F, Crystal Growth and Crystallography Section, National Physical Laboratory, New Delhi, delivered their lectures and motivated the young researcher for technology transfer.

The Dean, SRM University motivated the budding research aspirants while delivering valedictory address by quoting the meaning of research and how researchers have to work for benefit the society. Dr.N.Vijayan, Scientist-F, Crystal Growth and Crystallography Section, National Physical Laboratory, New Delhi stressed the importance of research work in the field of hierarchically structured materials and mentioned that the conference conducted would immensely help the academic community to share their knowledge.

Papers selected for oral and poster presentations were published in the proceedings with ISBN number. Based on the thrust areas of conference, the best oral and poster presentations were awarded to the budding scientists to motivate their interest on research. Research scholars and scientists from leading Universities and R&D laboratories participated and presented their research findings on the thrust areas such as Nano Materials, Crystal Growth and Characterisation, Magnetic and Semiconducting Materials, Material Characterisations, Electronic Structure of Materials, Thin films etc.

## A Day in North Korea

Aashish Boddeti

I woke up with a highly rebarbative symphony of random notes blaring in my ears, it was the famous band Moranbong Band which was loved by Kim Jong-Un and thus adored by whole of North Korea. Though it might seem highly vexing to regular humans, it falls short of the highly fictional stories I heard. They all started with Kim Jong Sung, the eternal president, as the protagonist and showcased some of his superhuman abilities and glories. The North Koreans who fond of the Royal Family and the history of North Korea regularly displayed their affection and patriotism in everything they did, ranging from TV channels to a vast choreographed gymnastic event, consisting of over 100,000 people, presented at the Arirang games.

It was the year 104, as the North Korean calendar starts from the birth of their Eternal President, the city of Pyongyang (capital) had developed in all copiousness. There were vast roads stretching through the main part of the city connecting all major locations. There were subways and railway systems which had a highly soviet feel to them (due to the fact that the

*The trip to the land of whispers was a highly circumspect one...*

soviets took over the northern part of the Korean peninsula 70 years ago) and there were tall skyscrapers towering above the inhabited streets.

I was one of the few 1000 people who were authorized to enter this country which is controversially regarded as a democracy. The monuments, demilitarized zone (DMZ) and other places the tourist guides take you under highly monitored circumstances stressed on the greatness of their Ruler and the size of their vast military (fourth biggest in the world).

The trip to the land of whispers was a highly circumspect one and to have returned back in one piece to tell the world the story of DPRK (Democratic People's Republic of Korea) is enthralling. Some secrets were unveiled and some proved a hoax but some will always remain a mystery like the Unicorns Liar which is said to exist 200 meters away from a temple in Pyongyang.

## Hotel Managements bags top award for the fifth consecutive year !



Competition Success Review Magazine, most renowned magazine in INDIA honouring our Institute as "Top Hotel Management Institute of India" during CSR Awards Night in Le Meridien Hotel, New Delhi on 19th April, 2015. Award given by Mr. Sachdeva, Managing Director, CSR. We have been receiving this Award for 5 times in a row. 2011, 2012, 2013, 2014 & 2015.