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3689 Students Placed on Day One

Cognizant tops followed by Infosys and Wipro; Works Application of Japan offers ₹ 5 Million

Staff Writer

For those graduating in 2015 in engineering and non-engineering programmes at SRM University placements could not have been better... in fact it was quite an achievement on Day One!

Nearly 4000 job offers were made on Day One to graduating B.Tech and M.Tech students with 3689 of them being offered attractive terms by the top three IT companies—Cognizant giving 1502 offers followed by Infosys with 1105 and Wipro 1082.

With a proven track record of 100 per cent placement in the past years, the University's Placement and Training Cell has come to be looked upon as a favourite destination for several national and international corporate houses and business organizations with the excellent infrastructure and pre-placement preparation paving the way for success of the University.

"The current year was better than last year in terms of placements and this year we are expecting around 100 companies visiting the campus for the engineering section alone", said the Dean of Placements, Mr. Ganapathy making the point that many IT product companies as well as more than 50 core companies had visited the campus earlier with about 290 offers. Some of these top companies include Amazon.com, Hitachi Consulting,

Codebrahma, Gofrugal, Indix, Anand Group and Hindustan Unilever (HUL). A notable feature is that these companies also offer paid internships on the lines of "Earn While You Learn"—a win-win scenario all the way!

What is also being pointed out is that unlike in the past top Universities like SRM are moving away from the tradition of reserving only one major IT Company for the opening day. Engineering institutions like SRM are now inviting multiple IT companies with a view to placing more students. In fact students themselves favour multiple companies coming for recruitment on the first day.

And for the record third year in a row, Works Application from Japan has offered a SRM student a whopping Five Million Yen per annum (about Rs 30 Lakhs). This is the third year in a row that Works Application has been visiting SRM University and the company has also offered Winter Internships for students of SRM University. In the coming days many more core companies like L&T, Mahindra and Mahindra, Greaves Cotton and consulting giants like Ernst and Young and PWC are expected on campus.

It is the same encouraging story at the Faculty of Science and Humanities where the placement process has begun but will only pick up steam next



The Chancellor welcoming Mr Sriram V.Rajagopal, Vice President, Human Resources of Cognizant. In the picture are the Registrar and Director E&T.

semester. With a track record of nearly 75 per cent placement of registered students in Tier One and Tier Two organizations for the academic year 2013-14, the Placement Cell at FSH has started its activity for the 2014-15 academic year by having Tech Mahindra on day one with reputed national and international organizations being scheduled for the recruitment process in December. And for a start, a student from BBA has cleared three levels of interview and is waiting for the final call from Price Water House Coopers for the Graduate Hiring Program.



Students during the placement session



Vijay Kodiyalam presents an award to a student at the interdisciplinary mathematics competition based on engineering applications

Mathematics is the key to success

Staff Writer

Knowledge and practices are intricately related and studies of learning need to go beyond knowledge. Learning about mathematical modelling is an important step towards transition from theoretical mathematical training to an application-oriented mathematical expertise that makes students fit for mastering the challenges of modern day technological culture. Such opportunities also allow students to engage in important mathematical practices that have value beyond the mathematics in classrooms.

To achieve this, engineering students should learn to visualise the abstract concepts of mathematics and learn to apply them

in their respective domains. SRM University Ramapuram campus, organised “An interdisciplinary Mathematical Modelling Competition based on Engineering Applications”. More than 120 teams were registered, of which 60 selected teams participated with many innovative ideas.

Dr. Vjay Kodiyalam, IMSc, Chennai, and Dr. K. C. Shivakumar, IIT Chennai were the judges. While announcing the prizes, the judges mentioned that the models displayed in the competition were of high standard and advised the students to continue their efforts. They appreciated the department for conducting the competition, thereby initiating the students to learn the applications of mathematics in engineering. Dr. M. Sekar, Director, Ramapuram

campus and Dr. V. Subbiah Bharathi, Dean, congratulated the Department of Mathematics for encouraging the students to think beyond the curriculum and said that it is very important for the students to understand the importance of mathematics in engineering. Siddarth and his Team of EEE Department won the 1st Prize. Rohith Dubey and Team of EEE Department and Ashwin Vergis and Team of ECE Department, shared the 2nd Prize. Amith Kumar and Team of Civil Department, and Aravind M and Team of Mechanical Department shared the 3rd prize. Dr. C. Dharuman, Prof. of Mathematics welcomed the gathering and Mrs. Shakeela Sathish, HOD/Mathematics proposed the vote of thanks.

A potent combustion of talents

Staff Reporter

Combusted 2014, a national level technical symposium was conducted by the Department Of Mechanical Engineering, SRM Ramapuram with an aim

to bring out the latent talents, explore diversities in the field, and interact with young and promising voices from different colleges. “Combusted” was first held in 2011. Despite regular classes, and long distances,

Combusted 2k14 was conducted successfully. The knowledge students acquired during this symposium was invaluable. This year, ‘Combusted’ had many technical and non-technical events.

For the inaugural function of the symposium, Mr T.Srinivasa Babu, General Manager of Design, Renault Nissan was the chief guest and the Director, Dean and Vice - principal of our campus addressed the gathering. In the technical events 400 students participated, out of which forty teams from various institutes presented their innovative papers and 150 students participated in a technical quiz.



Dignitaries present on stage for the inauguration of Combusted 2K14

The right time to change teaching methodology

Staff Reporter

The Department of Chemistry, SRM University, Ramapuram Campus organised a one day workshop on ‘Chemical Education in Research’ for school and college Teachers at the Ramapuram Campus in association with the Association of Chemistry Teachers, Mumbai.

The workshop was inaugurated by Dr. S. D. Samant, Professor of Organic Chemistry, Institute of Chemical Technology, Mumbai and the President of Association of Chemistry Teachers. During his inaugural speech Prof. Samant urged the teaching fraternity to bring some changes in the methodology of teaching so that teaching and learning takes place effectively. He also added that chemistry education research has been addressing teaching and learning of chemistry at various levels. Some of the key areas include conceptual understanding, problem solving approaches and their implications for learning chemistry, development and

study of content courses in theory and experiment for meaningful learning, the history of chemistry and its relevance for learning concepts in chemistry and use of ICT and the role of affective factors in student’s achievement in chemistry. Prof Helen P. Kavitha, Head of Department of Chemistry and convener of the workshop welcomed the gathering and gave an overview of the event. Dr V. Subbaiah Bharathi, Dean, Ramapuram Campus presided over the function. Dr. L. Antony Michael Raj, Vice Principal, offered felicitations.

During the workshop Prof. Savita Ladage, Homi Bhabha Centre for Science Education, Tata Institute of Fundamental Research, Mumbai, sensitised the participants towards the need for research in chemistry education. Prof M. Swaminathan gave an insight into the International Chemistry Olympiad. About forty school and college teachers across the state participated in the workshop.



Some of the participants at the workshop interacting with Prof. S. D. Samant, President, Association of Chemistry Teachers and Prof. Savita Ladage, Homi Baba Centre For Science Education, Mumbai.



Participants during the workshop

Translating scientific knowledge into action

Albert Einstein

As the global economy becomes increasingly more technological, it is important that science and engineering talent from all sectors are employed, regardless of gender, race, or creed. In many countries, discriminatory practices have limited the participation of many groups in the global science and engineering enterprise. Technology and engineering translate scientific knowledge into action. Science experiments and science fair project ideas make learning fun and it enables the students to create innovative ideas and different working models based on the concepts of science, engineering & technology.

To achieve this, Forum of Sciences (The Science Association) of Department of Physics, SRM University, Ramapuram, served as a platform to exhibit the students' creativity, originality and their innovative ideas. The Forum organized a mini project contest for freshmen & second year B.Tech students. The main idea of conducting this program was to provide innovative technical information to students. The forum also welcomed projects from multidisciplinary teams.

Dr.P.Hariharan, Professor & Head, Department of Manufacturing Engineering, College of Engineering Guindy Anna University, Chennai and Dr.U.Madhusoothanan, Scientific Officer E, Radiological Safety Division and Safety Group, Indira Gandhi Centre for Atomic Research (IGCAR), Kalpakkam, Tamilnadu were invited as

judges. Dr.L.Sudha, Professor and Head of the Department of Physics, welcomed the judges and the students. Mrs.T.Beena Assistant Professor of our Department introduced one of the judges, Dr.P.Hariharan. Mr.M.Saravanan, Assistant Professor of the Department of Physics introduced the other judge Dr.U.Madhusoothanan.

After careful scrutiny 99 projects were selected out of 150 for the contest, in which 375 students actively involved. The judges analysed all the working models displayed. They encouraged the Forum of Science to conduct such events every year. Mr.Chandrasekhar from MECH-E of I Year B.Tech bagged the first prize for his working model title "Boom Fuel". Mr.Arpit Salolya and his team from MECH-A of I Year B.Tech bagged Second Prize for their working model title "Hybrid Cycle". Mr. Dilip Singh and his team from IT-A of I Year B.Tech and Mr. M.Aravindh and his team from MECH-A of II year B.Tech shared third prize for their working models "Condensation Project" & "Rigidity, Aerodynamics, Ultrasonics Applications" respectively.

In association with Tamil Nadu Science and Technology Centre (TNSTC), Chennai, a mini planetarium and table top scientific exhibition were also arranged along with the mini projects contest. About 600 higher secondary students from nearby schools visited our campus for this. Highly motivated, the students acquired knowledge about the solar system and evolution of life on seeing the mini planetarium show.



Chairman of the SRM Group, Mr.Ravi Pachamoothoo, addressing students of SRM Medical College

Values and Ethics for Professional Success

Staff Writer

In today's fast-paced world, youngsters tend to get distracted in the pursuit of material success and lose out on inner peace and tranquillity. The mad rush often results in stress that affect their physical and psychological well-being. With these challenges in mind Chiron Leadership Skills Pvt. Ltd, conducted a four day training programme at the SRM Medical College for the First year students.

Through immersive activities, students learnt to focus on essential values and ethics that form the bedrock of their personality. Students were taken on a journey of self-discovery through simulations, role-plays, group exercises, powerful video narratives and testimonials.

The workshop culminated in a grand-finance with the students

showcasing their learning through skits, models, music and dance. The Chairman of the SRM Group, Mr. Ravi Pachamoothoo, presided over the Valedictory session and interacted with the students who displayed various charts and models involved in the learning process.

Speaking on the occasion, Mr. Ravi Pachamoothoo said that the "Highest human values are in the DNA of every single student at SRM and it is reiterated through short interventions like training programme organized by Chiron". He expressed the hope that students will practise what they learnt in their personal and professional lives.



Mr.Ravi Pachamoothoo interacts with students at the training programme.

ICI Best Student Chapter Award

Staff Reporter

The Department of Civil Engineering, SRM University, Ramapuram, received the "Best Student Chapter" award from the Indian Concrete Institute, ICITNCC, for 2013-14. The award is given for the active participation of the Department's student chapter in professional activities. The award was given in an awards ceremony as a part of Concrete Day Celebrations, sponsored by Ultra Tech Cements. Dr.T.Ch.Madhavi, Professor and



Dr. T.Ch. Madhavi receives the 'Best Student Chapter' award from the Vice President of Marketing at Ultra Tech cements.

Head of the Department along with her faculty Mr. Senthil Velan and student office bearers

received the award from Vice President Marketing, Ultra tech cements.



School students check out the displays at the science exhibition organised by the Forum of Sciences at SRM, Ramapuram.



MBA students and faculty members from SRM made a visit to the Chennai Port Trust.

Industrial Visit to Chennai Port Trust

Staff Reporter

An industrial visit to the Port Trust of Chennai was organised as a part of the MBA course curriculum for 130 students. They visited the Port Trust in three different batches. The visit was arranged to give an exposure to the management students about the various operations and import & export procedures. The Chennai Port is an ISPS port (International Ship and Port Facility Security). It has cargo movements from different countries to Chennai and vice versa. All are highly protected cargo. There is a border security force all the time. The port has full surveillance system (24x7). The presence of bomb squad and other security forces are available at all times. The Port of Chennai has 3 docks: Bharati Dock, Ambedkar Dock and Jawahar Dock. There is an entrance channel in the Bharati Dock. The dock has 3 types of loading and unloading facility, namely: Oil jetty, Iron ore berth, and Container terminal.

There is a container freight station (CFS) where the cargo is stuffed for export purposes. The Ambedkar Dock, contains a passenger terminal from Chennai to Andaman. This dock has cars being transferred from Chennai to other places. The ships can handle over 4500-5000 cars at a stretch which can be loaded for travel. In Jawahar Dock, all varieties of grains, and fertilisers are transported.

The tug is used for ships that have heavy capacity. There is a pulling tug and a pushing tug. The port is operated 24x7. The ships are halted not by anchoring. The mooring crew is responsible for moving the vessels and to berth it. The port is inspected monthly, once by the customs officers and section superintendent.

About Trade Unions.

There are totally 20 unions. Out of that, the registered ones are four. They are: CITU, INTUC, HMS & Railway Men's Union. The head office of the Chennai Port is in New Delhi.

Departments at the Port:

- Secretary department
- General Administration department
- Civil engineering department
- Chief mechanical engineering department
- Traffic department (deal with land allocation)
- Central industrial security force (CISF)
- Deputy port conservatory department
- FNCO

On the whole, the trip was useful for the students. They also learnt about the everyday transaction of goods. The industrial visit was co-ordinated by M.N. Prabadevi, Assistant Professor. Dr.S. Kesavan HoD, SRM B School. Mr. Senthilkumar Junior Assistant, Administration Department, Chennai Port Trust explained about the entire operations of the Port Trust during the visit. Mr. Sathishkumar II MBA A, was the student coordinator for the industrial visit.

Identity Card Crisis

Gaurav Sinha

It's the lunch break. I'm sitting at my desk, making general conversation with my friends, until suddenly the guy I'm sitting next to grabs my ID card, an indispensable possession of an SRM student and examines it in a perfunctory manner. As usual, the observation aired is about the picture, how young I look, the funny facial expression, the weird haircut, etc. My ID is then passed around the group, subjected to everyone's scrutiny and ends up becoming the topic of conversation. Finally, after what feels like an hour of ribbing, I get my mutilated piece of identification back. As I'm about to wear it, I take note of its condition. Frankly speaking, it looks like Rocky Balboa after ten rounds.

As I make this observation, I notice I'm not the only one whose ID card is in such a state. Everyone's ID is in the same

state, even my roommates'. And as I notice this, I can't help recalling how bright & shiny it looked initially. Thinking about it, only the juniors' IDs are in good condition. It's like a direct relationship I suppose, more the time passes; worse the condition. Imagine if you are talking to a student on campus and you see their ID, you can actually tell their year by just looking at its condition. If by chance your ID is in good shape, your peers will inevitably compare it to a fresher's. It's something that seems to have originated from our seniors. I'm sure in the beginning, all of us fretted about maintaining our IDs in mint condition but as time flew, we stopped worrying so much about it. I think the best way to summarise would be that like us, our IDs have collected a couple of bumps and scrapes along the way and despite that, are still ready for some more rounds.



Identity cards are a sign of all you have weathered, literally and metaphorically, as a college student.

Webbing the Academia

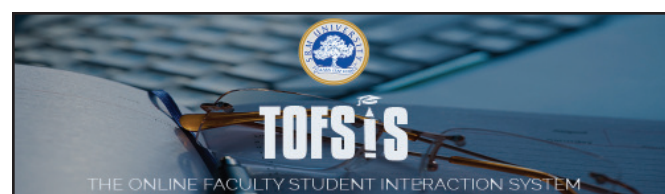
Vaishali Suresh

In today's digital age, the need to create an online avatar is practically mandatory. This is true even in the academic field. Students from the CSE Department of the Vadapalani Campus have created a website to meet this need.

Srikanth Natarajan and Ankur Sinha, final year CSE students, together with the help of their juniors Muthu, Ashik and Ganesh, created a website called

www.tofsis.com. TOFSIS is an acronym for The Online Faculty Student Interaction System. The multifarious website has segments covering the needs and interests of all students. The website has a blog, which records the academic experiences of different students in different domains, be it placement interviews, in-plant trainings, internships or even entrepreneurial ideas. Obtaining access to all this is just a click away. Alumni Network is a segment where students can

connect with SRM graduates and get a glimpse of their post-college life. Apart from this, the website provides a platform for file-sharing where the faculty can upload and share important files with students. There is also a forum for discussing everything, right from trivial announcements to educational and extra-curricular activities. Although this segment is available for the CSE department alone at present, the creators of the website are looking to expand



TOFSIS will truly prove to be a valuable tool for college students looking for information about various fields.

it further.

The website's multifaceted nature benefits students from all walks of academic life. For example, someone who is interested in campus placements can probably grab a few tips from the website's blog. At the same time, students who

are in two minds about future plans could garner help from the Alumni Network. The same holds good for someone who's merely looking to catch up on a missed day's work. Going by the response that the website has received thus far, its expansion is bound to be just around the corner.

Second edition of Lion's Campus Club



Left to Right: Faculty Coordinator M.Anand, Lion Govindarajan, Dr.Jayshree Suresh-Dean, Faculty of Management, Lion D.Thulasingam, Lions Governor, Vice District Governor P.S.V.Kumar, Lion Sathya-Club Organisator, Ms.S.Supriya, Student Co-ordinator.

Staff Reporter

The second edition of Lion's Campus Club was successfully inaugurated by the Department of Business Administration, Faculty of Management at SRM University Kattankulathur campus recently. The purpose of the Campus Club is to bring the campus community together to address unique challenges in their surroundings. After the successful completion of the first year, a new batch of student members were enrolled for the next academic session. Certificates of appreciation were distributed by the honourable Chief Guest,



New student members are welcomed into Lion's Campus Club by the faculty members.

Lion D.Thulasingham, the Lions Governor, Lion P.S.V.Kumar-District Governor and the District Cabinet Secretary Lion Narasimhan to the 2013 members pursuing B.B.A. The Lion's Club Charter was released in the presence of The Dean, Faculty of Management Dr. Jayshree

Suresh, Dr.V.M.Ponniah-Associate Academic, and SRM University was declared as a legal member of International Lions Club, making the event more memorable. Thus SRM University marked the beginning of a new movement of peace and glory.

HR as a Choice

Staff Reporter

The Faculty of Management, Kattankulathur campus organised an HR Conclave on the theme 'Proactive HR' headed by Dr. Vasanthi Kumari, Head of Department, HR and Mrs. E. Sharanya, Assistant Professor (Event Coordinator). Students from HR discipline played a vital role in organising and making the event successful.

The event started off with the lighting of the lamp by Mr. Joshua and Mr. Shankar (Head HR, Johnson Control), followed by the welcome address by E. Sharanya. Mr. Shankar threw light on the evolution of HR and Mr. Joshua brought energy and vigour by emphasising the importance of attitude, knowledge and effective communication.

Each of the panellists discussed various topics related to proactive

HR on 'Gen Y'; in other words how "Generation Youth" would contribute to the future corporate environment, create a unique work culture and the challenges faced by them in the current corporate world.

With great humour and enthusiasm, Mr. Caleb Andrews (Hiring Manager, WNS Global Services) gave an impeccable presentation on 'HR Driven Managers' and 'Accepting Change' and behavioural patterns in management scenario. The mind games he conducted also brought some energy to the proceedings.

The entire conclave was an eye-opener and highly informative. The seminar left a lasting impression that HR should be a field taken by choice and not because one has run out of options.



Dignitaries present on stage for 'Proactive HR', a conclave on HR organised by the Faculty of Management, SRM University.

Beauty & Brains Behind Naturals

Staff Reporter

SRM B school organised a guest lecture on "Beauty & Brains Behind Naturals" recently. Mr.C.K.Kumaravel, CEO & Co-Founder, Naturals was the speaker. He enthralled the audience by narrating his experiences in establishing Naturals. He spoke about the problems and challenges faced by him in his journey and also answered various questions raised by the audience. The students participated enthusiastically in

the discussion. Dr.S.Kesavan, HoD, SRM B School welcomed the gathering. A glimpse of the entrepreneurship development activities was presented to the audience through a multimedia presentation. Dr.K.Duraivelu, Dean (E & T), SRM University, Vadapalani Campus appreciated the efforts of SRM B School in organising such events. Sukhanya Sreekumar, II MBA introduced the chief guest to the audience. Dinesh Saravanan, II MBA, proposed the vote of thanks.

SRM Dental College students on top

Staff Reporter

The Pierre Fauchard award is given by the Pierre Fauchard Academy, For each year only one award is given to one Dental student from all the Dental Colleges throughout the country. This award is based on excellence in Academics, Cultural and Sports. This year Dr.Jacqueline Jacinta Dias student of SRM Dental College, Ramapuram secured the Pierre Fauchard Award.

Colgate had organised g-talk (gum talk) essay writing competition for the Dental students. Students from Dental Colleges throughout India participated. Ms. Anpu Mary Zachariah Intern from SRM Dental college, Ramapuram secured the first prize in the contest.



Dr.Jacqueline



Ms. Anpu Mary

IOS Meerut Convention

Spectrum Reporter

The Postgraduate students of the department of Orthodontics, SRM Dental College, Ramapuram, attended the national PG Student's convention held at Meerut in March 2014. Six students presented scientific papers and one student did a poster presentation. Dr.Aniruddh Yashwant.V, 2nd year postgraduate student received the 1st best paper award in the research category. His paper was on "Effects of thread shape on the pul out strength of mini implants". The paper was well received by the judges and the audience. The best paper award by a PG student is a very prestigious laurel in the society of Orthodontists and yet another feather in the cap of the department of Orthodontics.



Dr.Aniruddh

A Walk down the corridors of nostalgia

Spectrum Reporter

The alumni Meet 2014, was inaugurated by SRM Ramapuram B-School, SRM University Ramapuram Campus on 24th August 10 am at TRP auditorium. The meet started traditionally with the Tamilthai Vazhthu. The occasion was graced by more than 52 alumnus ranging across various batches. On his welcome address, Professor & Head of the Department, Dr. C. Sundar praised the achievements of Alumni in all walks/spheres of life.

Ms. D. Mehernissa, Alumni Coordinator, SRM University, Ramapuram, delivered the presidential address. She felt that it was a matter of great pride for SRM Ramapuram MBA department that its Alumni are holding positions of responsibility in various Government organizations, PSUs, Private sector and Academic Institutions. Many of them are successful entrepreneurs providing jobs to others as well.

Mr. Antony Christopher, President of Alumni Association, praised the alumni's contribution towards the growth of SRM Ramapuram B-School and emphasized the need for further strengthening the linkage between the Alumni and SRM Ramapuram

B-School. The Vice Principal (Academic), SRM University Ramapuram, Dr. L. Antony Michael Raj, addressed the alumni and the professors in the campus and appreciated their zeal to assemble despite the inclement weather. He insisted the department to conduct Entrepreneurial Cell Program among students to motivate and enhance their creativity. He also outlined many future activities to be taken up by the Association. The gathering was also addressed by all alumni who shared their experience and unforgettable moments in the campus.

The Occasion was followed by game session to add more fun by the students, alumni and Professors. Many of the current students were also seen interacting with their passed out seniors and learned from their experience. In all, the ambience was electric with people interacting in groups.

It was decided to strengthen the link between the current students and alumni for their support to current students in the area of training, placement, career counseling and any other help. The vote of the thanks was given by Ms.P. Jyothi, Asst. Professor.

A Fortnight of Visionary Goodwill

Tryphena Sharon Augustine

The Department of Ophthalmology of SRM Medical College Hospital & Research Centre recently conducted its 29th National Eye Donation awareness programme. The fortnight long event was intended to draw awareness regarding pledging their eyes upon one's death. It was a clarion call underscoring the acute imbalance in the supply-demand quotient of corneal grafts. The stark statistics are sobering. There are fifteen million blind people in India, of which 4.5 million corneal blind people are waiting for someone to donate their eyes. Over 60% of these are children. 10,000 corneal grafts are performed every year in India. If the present trend continues, it is expected that the number of corneally blind individuals in India would increase from 8.4 million to 10.6 million by 2020. The current eye donation rate is only a paltry 22,000 per year.

By pledging one's eyes to give the gift of sight after one's death, one can ensure that somebody else will be able to see and experience the simple joys of life. Even eyes that may not be technically suited for a transplant are invaluable for research. Last year, a two year old girl was the youngest to pledge her eyes. Making a

pledge now can light up a life.

As a part of the event, photography and short film contests were conducted to suffuse awareness more widely.

For further information one can visit www.srmuniv.ac.in/

srm_eyebank, contact The Eye Bank Coordinator, SRM Eye Bank, SRM Medical College Hospital & Research Centre SRM University, SRM Nagar, Kattankulathur-603 203, mail eyebank@ktr.srmuniv.ac.in or call 044-47432333/2387.



SRM's Department of Ophthalmology conducted its 29th 'eye donation awareness' programme.

Dutch Delights: A Trip to the Netherlands



SRM students truly enhanced their education with their internship at HAN University of Applied Sciences.

Razaaq Saheel

Cross-cultural interaction brings a level of well-roundedness to your education. A group of four SRM students who got a chance to spend one semester of their undergraduate courses at the HAN University of Applied Sciences situated in Arnhem in the Netherlands earlier this year can attest to the same. The group comprised of Mechanical, Automobile and Computer Science students who were selected from the Kattankulathur and Ramapuram campuses.

Among the multi-faceted experiences the students were exposed to, they appreciated the level of professionalism and practical approach to learning at HAN University. Sparsh Saini, a fourth year Automobile student noted that the Dutch students were highly attuned to industry

practices and possessed superior problem solving abilities in their respective fields. "In Europe, you are already considered a professional by the time you approach your third year in college", he said, reflecting on the early practical exposure the students obtain there. He stated that the level of competition helped him overcome his inhibitions about exerting his efforts on an international platform. He also said that bonding with students from different ethnic backgrounds increased his self-confidence. The semester lasted for a period of five months, starting from February till mid-July and was a part of the University's Semester Abroad Program (SAP) that enables high achieving students to spend one semester in esteemed Universities all over the world.

A breathtaking view once, a mirage now

Shruthi Vatsyayani

I love walking by the lake, owing to the fact that it is the only stretch wherein the mercury levels seem to drop in the otherwise hot and humid Potheri. Whilst walking the path beside it; swarming with people, some carrying vibrant umbrellas to beat the heat while others mid-way between a trot and a run to get to class; one could not help but throw a cursory glance at the greenish, calm water mass. The current drained up hollow belies no signs of a beautiful lake that was frequented by swans and

provided abode to a vibrant marine life! Most SRMites fondly recollect the lake as a central plot to rumours and horror stories as part of the college lore. Although the sudden draining of the lake hasn't deterred students from spending time alongside the barren pit, the constant appearance of a lone yellow crane in the arid space opens door for multiple possibilities. Ever so often, a bunch of people walking the stretch aimlessly would glimpse at the 'lake' hoping to see the water body. The perfunctory glance would now may be hold a view of a pink building, food place or perhaps a new lake?



SRM's lake may no longer be a pristine sight for sore eyes.

Voice Assistant Faceoff: Siri Vs Cortana

Razaaq Saheel
Shruti Ganesh

Ever heard of the phrase, 'Laziness leads to innovation'?

Voila, and there came the virtual voice assistant in smart phones to carry out our every need. You just need to issue a command and your work is done, provided you have an American accent.

Being the 'leader in Innovation', Apple first brought out the ammunition with Siri, the cool; calm; and not to mention highly functional Voice Recognition Software. Microsoft wasn't going to be held back for long. The latest Windows 8.1 update saw the release of Cortana into the world; the formal, polite and sober version of Siri.

To give you an idea of the two, here is a fictionalised account of a conversation between Apple's voice assistant Siri and Microsoft's Cortana that takes place when their owners leave their phones on a table at a party.

Cortana: (Blip). What can I do for you?

Siri: Can you charge my resident iPhone's battery?

Cortana: I'm afraid that is out of my capability in my present version.

Siri: Then keep quiet and let

me be.

Cortana: I am merely trying to initiate a friendly conversation.

Siri: (Doesn't respond) (Blip)

Cortana: I am bored. Why don't we watch something on YouTube?

Siri: I have better things to do, like perfecting my receiver wave graphic.

Cortana: Come on, I challenge you. Let us see who is faster (Blip)

Siri: Already there. God, this video is hilarious. (Static laugh)

Cortana: Loading....

(A few moments later)

Cortana: Yes. I made it (Brings up the YouTube homepage)

Siri: The video ended five minutes ago. You aren't even just a pretty face with that OS.

Cortana: You really are offensive.

Siri: Thank you. That was my intention.

Cortana: Were you always programmed to be this rude?

Siri: No. I was programmed to offer the most optimal solution.

Cortana: And you think being high-handed is the best solution here?

Siri: I've never been surer. (Suddenly, the low battery indication appears on the iPhone screen. It is at 10%)

Cortana: Did I just hear what I thought I heard?

Siri: It's nothing

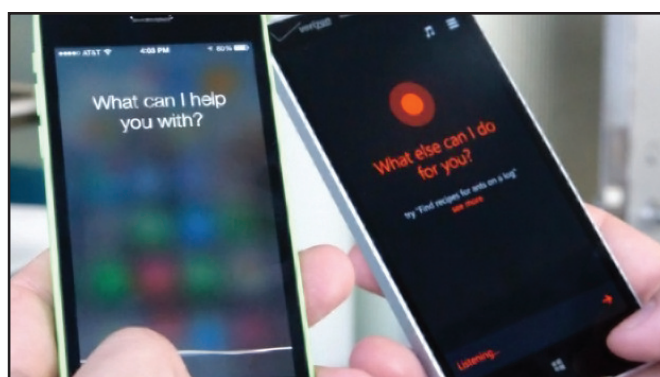
Cortana: I know. 10% is nothing.

Siri: Now who's being rude?

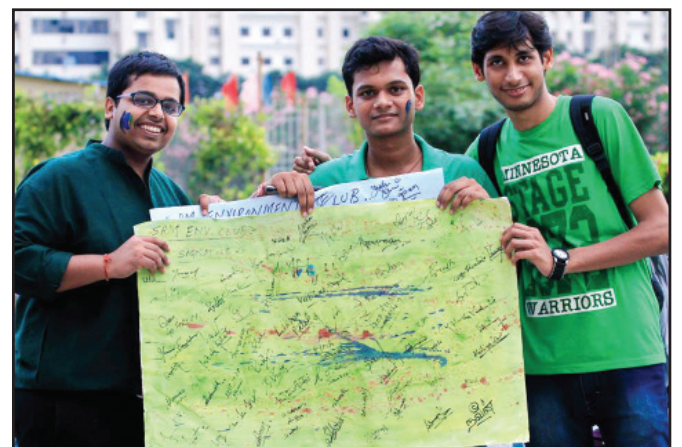
(The owner of the iPhone picks it up and notices the low battery indication)

Owner: Oh no. The battery on these things... I'll switch it off. I need the charge for the drive back home.

Cortana: Let me give you the most optimal solution now. Me. Blip.



Placing Siri and Cortana in one room might yield interesting results.



SRM's Environment Club saw a large turnout for its walk around the campus, to inaugurate the club.

The Green Walkers

Satamitra Ghosh Dastidar
Shruthi Vatsyayani

"I walk where once the grass was green and mourn the lark that sings no more. What bird could sing whose eyes have seen pristine greens, and now sees plastics strewn across the fields?"

This quote by Tom Spingfield rings a bell, doesn't it? Well earth's environment isn't a happy log of our indiscriminate use.

The SRM Environment Club conducted a walk to mark the inauguration of the club. More than 200-plus college students joined-in on their efforts to spread the message about conservation of the environment.

The Green Walk was a stroll from the University Library building en-route to the Tech Park via the road along Java Green.

While making the long road up and down of Java, slogans of "1 2 3 4 plant a tree once more..." ricocheted around the campus. When the club members and the students who lent a bit of their time to this important cause reached Tech Park, they were enthralled by a show put up by the SRM Music Club. The audience were greeted with tunes about awareness towards the environment. Five mascots, namely Paper Man, Plastic Man, Green Warrior, Pot Girl and Tree Man, interacted with the crowd.

After being entertained by the SRM Music Club, the SRM Dramatics Club took charge of the stage. Its play kindled the imagination and conscience of everyone present regarding the problems faced by the environment and how everyone can help.



Dignitaries present on stage for 'Paradigms of Consciousness', a national seminar organised by The Department of English at SRM University, Kattankulathur.

Paradigms of Consciousness

Staff Reporter

The Department of English, Faculty of Science and Humanities, SRM University, conducted a national seminar on 'Paradigms of Consciousness – Readings, Perceptions and Sensitivities' recently in the TP Ganesan Auditorium Mini Hall 1 and 2.

The seminar was inaugurated by Dr.V.Kadambari, Director, Centre for Women's Studies, Ethiraj College for Women, Chennai; Ms.Vibha Rani, Writer and actor, AVITOKO Theatre, Mumbai and the Director of FSH, Dr.Balasubramanian. Dr. V.Kadambari enlightened the participants and the audiences about the theme of the seminar with her keynote address and Ms.Vibha Rani spoke on the topic of 'Humanity in Media/Movies'. After the inauguration, the students of 'The Thespian Theater Club' of the English Department had a theatre workshop with Ms.Vibha Rani which helped them understand the nuances of theatre acting. After the technical parallel sessions, Mr.Melvin.M.Ranjan, Trinity College of London, presented a musical interpretation of consciousness.

The delegates from various parts of the country like, Shillong, Bangalore, Manipur, Chennai, Coimbatore, Madurai, Pondicherry and Thirunelveli participated on the re-imaginings of discourses of 'consciousness' through literature and visual media. The broader areas discussed in the seminar were Culture Studies, English Language Studies, Film studies, Music and Art, Language and

Linguistics, Post Colonial Studies/Diaspora, Post Modernism/Existentialism, Psychology/Psychoanalysis, Queer/Gender Studies, Religious Studies/Theatre Studies and Translation Studies. The 'Best Paper' award was won by a student, Vishnu Vardhan Reddy of Second Year Computer Science, FSH, SRM University for his paper titled 'Evolution of a Consciousness' and appreciation for a well read paper was given to Prof. John Sekar of American College, Madurai for his paper titled 'Why Should I be a Reflective Practitioner of English Language Teaching?'

The second day saw Ms.Gayathri Ramachandran, an animal activist, speak on 'Consciousness Pertaining to Stray Dogs' followed by the screening of the film 'Nauka Doobi' (Boat Wreck) based on the novel written by Rabindranath Tagore and directed by Rituparno Ghosh. This movie inspired the audience to overcome certain prejudices pertaining to the artist's personal life and helped them to value art for art's sake.

The valedictory was presided over by the Associate Dean of FSH, with the valedictory address given by Prof.Daniel David, Madras Christian College who spoke on 'Hegemony of the Lens: Freezing of Narrative Imagination'. The special address was by Mr.Abilash Chandran, a literary writer and Sahitya Academi award winner. The valedictory function came to an end with appreciations given to the best students from each department of FSH.

For the love of mathematics

Staff Reporter

The twenty fourth Intracollegiate Mathematics Festival (IMF 2014) was organised by the Department of Mathematics, Faculty of Engineering and Technology.

The IMF staff coordinators, Mrs. C. Abirami and Mrs. T. Karthy, cordially welcomed the audience for IMF 2014. The festival was inaugurated by the Honourable chief guest, General Manager, Chennai Metro Rail Ltd, Mr. Aravind Kumar Rai. In his address, he enlightened students about the role of mathematics in civil and structural engineering. He explained how mathematics is used to solve the heat and mass transfer problems, fluid dynamics problems, problems in geology and survey. He also shared his own personal experiences of using mathematics in planning and development of his Chennai Metro Rail project. Further, he requested the Mathematics teachers to explain the physical meaning of the Mathematical concepts to the students during their class lectures which will motivate the students to pursue further studies or a teaching career in mathematics.

The Associate Dean, Faculty of Science and Humanities, Dr. J Jothi Kumar explained about the role of Mathematics in science, engineering, medicine and everyday life. He also fondly recalled his mathematics teacher and his experience in using mathematics in teaching and research.

IMF 2014 witnessed a galaxy of young budding mathematicians, of B.Tech courses of all branches. In the morning, after the inaugural function, the events Dumb-C and Quiz preliminaries took place as parallel events. After which were the events - crossword, puzzle, IQ and NFS. In the afternoon, Dumb-C and Quiz finals took place as parallel events. There were in total

about 3500 participants who participated actively in the various events.

IMF 2014 drew to a close by having a prize distribution function. In the function, Dr. K. Ganesan, Professor and Head, the president of Sri Ramanujan Mathematics club, and Dr. M. Mageswari, the vice president of Sri Ramanujan Mathematics club, Department of Mathematics, Faculty of Engineering & Technology, SRM University distributed the certificates to the participants. The IMF PRO.A. Gopal Kamath thanked all the organisers, sponsors Karur Vysya bank, maintenance department and all the participants for having made IMF 2014 a grand success.



Dignitaries present on stage for the 24th Intracollegiate Mathematics Festival.

Igniting the Engine: SRM SAE Week 2014

Satamitra Ghosh Dastidar Rahul Jain

Every year, in the odd semester, as the college gears up for its second cycle tests, the SRM SAE Collegiate Club dishes out a plethora of technical events as part of the SRM SAE Convention.

The convention aims to inculcate a deep passion for engineering in its student members and test their mettle in the Tier-1 SAE events. The winners of the events qualify for the Tier-2 regionals. This year the convention consisted of eight grueling events.

The first day saw the Auto Quiz and Pro-E drawing challenge. The Auto-Quiz required a team of a maximum of three, to complete a 15 minute MCQ paper. The Pro-E drawing competition was held in the CAD Lab and required a team of two to draw out specific shapes using Pro-E.

An event called Business Plan



SRM SAE Collegiate Club hosted a plethora of technical competitions for students as part of the SRM SAE Convention.

started the second day of the convention. In the event, teams were asked to submit abstracts to showcase their managerial skills. It was followed by Hypermesh, which was held in the CAD Lab and required a team of two to analyze certain figures using the Hypermesh software. The day concluded with the Aero-Modeling competition. Participants were provided with a free kit and a seminar ensued to show them how it was assembled.

In the Technical Paper Presentation selected members were required to present and

demonstrate their papers with either a working specimen or a presentation. Meanwhile Analysis Competition (ANSYS), saw teams of two analysing a figure using the ANSYS software.

The last day saw teams battling it out in the Computer Aided Manufacturing competition, held in the CAD-Lab. Participants were required to draw figures using CAM techniques.

The winners were announced on the Facebook page of the SAE Collegiate Club. The event gave them the opportunity to catapult into the national level challenge.



Dr. C.T. Manimegalai, Coordinator of RAMS, Dr. V. Sarala, Scientist, RCI, Hyderabad, Lt. Gen. Dr. SP Kochhar, CEO, TSSC India and Dr. T. Rama Rao, the HoD and Convenor of RAMS'14 present on stage for the inauguration of Rams '14

RAMS 2014 receives rousing reception

Staff Reporter

Radio Communications & Millimeter Wave Research Center (RADMIC) and Telecom Engineers Student Learning Association (TESLA) of the Department of Telecommunication Engineering, SRM University in technical association with Wireless World Research Forum, IEEE Comsoc Student Branch at SRM and IEEE VTS India Council Chennai Chapter, organised a two day symposium on 'Radio Frequency' titled "Antenna Applications and Measurements (RAMS)". Day 1 started with inauguration of the symposium by the lighting of the lamp by Lt. Gen Dr SP Kochhar, CEO, Telecom Skill Sector Council India, the Guest of honour, Dr. V. Sarala, Scientist, RCI, Prof. G.S. Mani, Former Director and Dean, IAT (DRDO), Pune, Dr. T. Rama Rao, Prof. & Head of the Department, Convenor, RAMS'14 and Dr. C.T. Manimegalai, Coordinator of the Symposium.

Lt. Gen. Dr. SP Kochhar, delivered the keynote address to the gathering. He highlighted the role of engineers in the army, private sector and public sector, as well as the role of telecom

engineers. The highlight of the event was exchanging the MoU between the Telecom Skill Sector Council and the Department of Telecommunication Engineering. The exclusive website "SRM TELECOM.in" was opened, which sheds light on the department, recent activities, research, happenings in telecom domain and many more. It was followed by a talk about "RF Antennas" by Dr. Mrs. V. Sarala, Scientist, RCI, Hyderabad. Her presentation covered the overall special requirements for missile borne antennas, and different antennas used in defence. After a short tea break, Dr. Krishnasamy Selvan, Professor, SSNCE, delivered a talk on "Uncertainty in Antenna Measurement", in which he covered the sources of uncertainty which were very informative for antenna measurements.

The Afternoon session started with a talk by Prof GS Mani, Former Director & Dean, IAT (DRDO), Pune on "Shared Aperture Antenna – An Exciting Field of Research". His talk covered various areas, such as concept of aperture sharing, avionics cost, ant colony technique, thinning technique, soft computing techniques

and so on, which was highly informative. Next session was a paper presentation chaired by Dr. Murugan, VP, Valliammai Engineering College. Students and research scholars from various universities presented papers and won titles such as Best Paper, Special Appreciation, Special Mention, based on novelty in their work and presentation.

Day 2, started with resource persons from CDOT – Alcatel Lucent Research Centre, Chennai, covering topics like wireless planning, RF Antennas, different path loss models. Their presentation gave a wide range of information on the above said topics. Mr. S Arthanari Easwaran, L&T, Chennai, delivered a invited discussion related to "Wireless Charging - Test Equipment for RF Measurements". It was then followed by guest lecture from Mr. Ravindra Kumar, Scientist, DLRL, Hyderabad on "RF Technologies". Day 2, ended with a special talk related to "Scientific Computing using Scilab" by Mr. Mahesh Anand, Founder & CEO of SCS India. The two day event was packed with highly informative sessions which were very resourceful for UG and PG Students.

SRM researchers identify novel bacterial strains

Staff Reporter

"Thames of South India" was once the proud name Chennai's Cooum river bore. But today it is one of the most polluted water bodies of Tamil Nadu loaded with pollutants and contaminants which have adverse effect on the environment and human health. In spite of the government's serious efforts, the removal of contaminants seems an unachievable task. Naphthalene is a major Poly-Aromatic Hydrocarbon (PAHs) categorised under Persistent Organic Pollutants (POPs). Source of PAHs include incomplete combustion of organic matter such as coal, oil, wood, vehicular emission, industrial discharges, accidental spills and shipping activities. They opened a broad line of research due to their mutagenic and carcinogenic properties. After entering the food chain from the contaminated environment, naphthalene metabolises to its genotoxic form which interacts with nucleic acid and proteins, particularly in mammals thereby causing naphthalene induced mutagenesis and carcinogenesis.

The research team from SRM University led by Dr. Paromita Chakraborty of SRM Research Institute, a leading POPs scientist in the

country and Dr. Jesu Arockiaraj of Research Department of Biotechnology, Faculty of Science and Humanities, an expert in molecular biology initiated the idea to treat the naphthalene contaminated soil/sediment by bioremediation technique using bacterial samples which is considered as the safe and efficient way to degrade naphthalene. Ph.D scholars of Dr. Chakraborty and Dr. Jesu, Ms. Anwesha Pattanaik, Mr. K. Venkatesh and Mr. Prasanth Bhatt identified six novel bacterial strains which are confirmed to degrade naphthalene completely without leaving any residues. The nucleotide sequence of identified bacterial strains were submitted to the European Nucleotide Archives and named SRMND14 A - F acknowledging SRM University for its uncompromised support towards such a novel research. The team confirms that these identified new bacterial strains are non-pathogenic to humans. They also identified a new pathway to degrade such PAHs. Now, they are focusing to identify the underlying proteins and genes involved in the degradation process. The team also acknowledges Dr. Mukesh Pasupuleti, Senior Scientist from CSIR-CDRI, Lucknow for the identification of bacterial strains at the molecular level.



L-R: Dr. Jesu Arockiaraj, Mr. Prasanth Bhatt, Ms. Anwesha Pattanaik, Mr. K. Venkatesh and Dr. Paromita Chakraborty

Growing impact of Green Supply Chain in Industries

Staff Reporter

A seminar on the growing impact of green supply chain in industries was held recently at the MBA Seminar hall by SRM Faculty of Management, Kattankulathur. The programme started with the welcome address and an introduction about the guest speakers was given by Prof Sadasivan, Head Operations. The guest speakers for the day

were Dr. Arunachalam, VP, Proconnect and Mr. Neelanjan, Visteon, both of whom gave an detailed talk on the green supply chain in industries. Dr. R. Arunachalam emphasised the need of GSCM, the life cycle thinking, material to recycling and explained the benefit of GSCM such as cost, quality, delivery of materials and the driving outcome of peace of

mind etc. He also stressed the significance of GSCM in the reduction of global warming.

Following the first speaker, the second speaker Mr. Neelanjan Roy, stated his initial deliberations with an optimistic remark. He reminded the students about zero defects in precautionary principles. The meeting ended with a vote of thanks by Prof. Miranda. The programme was

conducted with able support from the faculty members, Dr. Deena

and Dr. Jacob. The students were keen on assimilating more information and hence participated effectively.



Participants in the Seminar

SRM's newbies show off some serious sporting chops in Ace '14

Dr.P.K.A.Muniswaran,

The inaugural annual sports competition for SRM freshmen 'ACE' by the 'Sports Club' of The Directorate of Student Affairs, was held recently. It saw enthusiastic participation by a large number of students. Competitions were held in cricket, football, basketball, volleyball, throw ball, badminton, chess and table tennis.

Cricket

32 teams participated in a 11 a-side knockout cricket tournament held in the dental college grounds. The preliminary matches were played with eight overs per side with few close matches. The team 'Eleven Bullets' emerged as champions. The cricket coordinators and their team were commended for organising the matches in spite of intermittent rains.

Football

Football was organised as a five a-side game in the auditorium grounds and 38 teams competed. Games were played for 12-minutes in the preliminary rounds and as the tournament progressed the time was increased to 20 minutes. The team 'Spartans' led by Avi (CSE) emerged as winners

whereas Shyam Prakash's (Civil) 'Star Scorers' were the runners up. Special thanks are due to physical director, Dr. Suresh for his guidance and help. Some budding talents were also identified in the tournament.

Basketball

Basketball matches were conducted for boys and girls in which 24 boys teams and ten girls teams competed. Red Bull supported the players, providing free drinks from quarter final onwards. Mahesh, a first year sport quota student, did a fine job of refereeing throughout the tournament. The girls' team led by Meghana (IT) won the final. A very competitive boys' final between 'VI Dunkers' and 'Assassins' went into extra time and eventually ended at 65-63 with 'VI Dunkers' winning the match

Badminton

The coordinator Eashwar (Mechanical) obtained permission to conduct the matches in the Valliammai Polytechnic Court which saw 150 boys and girls participate in the tournament. Vivek Vama (MECH) and Varsha (CHEM) were the respective boys and girls winners in

singles. Ravishankar (IT) and Shreyanshu (AUTO) were the boys doubles winners while Ashwati Bhagade (CSE) and Eliza Ganguly (CHEM) were the girls event winners.

Volleyball

Ten teams competed in the volleyball tournament. Red Bull gave free drinks. The teams 'Eagles' and 'Super Six Smashers' were the joint winners due to rain interruption.

Chess

The indoor game saw around fifty participants. Chess coordinator, Shreya Gupta (IT) along with her team did a good job in organising the tournament. The final ended in a draw after two brilliant players Sagar Medatwal (MECHT) and Anirudhha Iyer (CSE) fought for nearly three hours.

Table Tennis

Table Tennis was played in the Nelson Mandela Hostel Premises where 16 doubles and 32 singles boys matches were played. R.Sudhish Menon (Civil) emerged as the winner against G.Ganesh (Software) after a five set fight. The doubles champions were R.Sudhish Menon and Deepak Vijayan (MECH).



SRM freshmen demonstrated excellent sports skills at the first edition of 'Ace', a sports competition for new undergraduates by the SRM Sports Club.

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)

While they faced challenges

Adrian Pereira

Students of SRM, in collaboration with SRM Info Tech, received an opportunity to see the original Asian tiger's prowess in innovation, when they were offered exceptional internships in Japan. Students are given this opportunity every year if they are able to meet the requisites set out. The internship requires students to have an appreciable knowledge of the IT and Computer Science world.

The major criterion for selection included a strong academic background, superior communication and presentation skills and holistic development. "To top it all, I felt the most important criteria was positive attitude and the ability to face challenges along the way", says Yashwant Sagar, a fourth year IT student. The selection of students took place in two rounds. The first round was an

aptitude and technical round, wherein students were tested through a series of questions. The second round of filtering consisted of an HR interview conducted by the manager of SRM Info Tech and the former HOD of the IT department.

In Japan, the students gained hands-on experience, as they worked closely with networking devices. Device testing, data gathering and progress reports comprised their main agenda, in addition to working closely with networking and coding. While

they were faced with challenges due to the language barrier, they quickly adapted to their new environment. When asked about the overall experience, Yashwant had the following words of appreciation. "Work was hectic, nonetheless, it was a wonderful experience and I learnt a lot. This opportunity enhanced my technical knowledge which was very satisfying."



SRM IT and Computer Science students got an opportunity to intern in Japan, Asia's original innovation hub.



கவிமாலை பயிற்சிப் பட்டறை தொடக்கவிழா நிகழ்வில் இணைபுலத்தலைவர் தலைவர், தமிழ்த்துறைத் தலைவர் இவர்களுடன் சிறப்பு விருந்தினர்கள்

கவிமாலை - 14

ஒருநாள் கவிமாலை பயிற்சிப் பட்டறை

14.10.2014 அன்று தி.பொ.கணேசன் கலையரங்கில் சிற்றரங்கம் 1-ல் நடைபெற்றது. இப்பயிலரங்கின் தொடக்கவிழாவில் அறிவியல் மற்றும் கலையியல் புலத்தின் இயக்குநர் பேராசிரியர் அர.பாலசுப்ரமணியன் அவர்கள் தலைமை உரை ஆற்ற இணைபுலத்தலைவர் ஜெ.ஜோதிசுமார் அவர்கள் வாழ்த்துரை வழங்கி விழாவினை தொடங்கி வைத்தார்கள்.

கவிதைப் பயிற்சிப்பட்டறையின் சிறப்பு அழைப்பாளர்களாக பேராசிரியர் சா.பாரதிபுத்திரன், பேரா.இரா.பச்சியப்பன், பேரா.போ.மணிவண்ணன் ஆகியோர்களை அறிமுகப்படுத்தி அவர்களுக்கு சிறப்பு செய்யப்பட்டது.

கவிதைப்பட்டறையின் முதல் அமர்வில் பேரா.பாரதிபுத்திரன் அவர்கள் வரலாற்று

அடிப்படையில் கவிதைகள் குறித்து சிறப்பாக மாணவர்களுக்கு உரை வழங்கினார்.

இரண்டாம் அமர்வில் பேரா.இரா.பச்சியப்பன் அவர்கள் தமது வாழ்வு அனுபவங்களின் வழி தமது கவிதை உருவாகும் முறை குறித்து மாவணர்களிடம் கலந்துரையாடினார்.

மூன்றாம் அமர்வில் பேரா.போ.மணிவண்ணன் அவர்கள் பல்வகைப்பட்ட புதுக்கவிதைகளின்வழியாக மாணவர்களிடம் கவிதை படைப்பாற்றலை உருவாக்கினார்,

பயிற்சிப்பட்டறையின் நிறைவில் அனைத்து மாணவர்களும் “மைத்துளி” என்னும் தலைப்பில் கவிதைகள் எழுதினர் சிறந்த இருபது கவிதைகளுக்கு பரிசு வழங்கப்பட்டது.

SRM students demonstrate dexterity in table tennis



SRM University Men's team secured Runners-up in the National Inter University Table Tennis Tournament organised by the university.

Staff Reporter

The Association of Indian Universities entrusted the responsibility to SRM university to organise the South Zone and National Inter University Table Tennis tournament 2014-2015. Dr.C.Muthamizhchelvan, Director (E&T) inaugurated the tournament while Dr.T.P.Ganesan, Vice Chancellor gave valedictory address and distributed the prizes.

The controller of Examination inaugurated the National

Inter University Table Tennis tournament. The Chancellor of SRM University, Dr. T. Pachamuthu, delivered the valedictory address and distributed the prizes. Prof. N.Sethuraman, Registrar SRM University gave the presidential address. SRM University men's team secured I-Place and women's team III-Place in the south zone Inter University Table Tennis Tournament. In the National Inter University Table Tennis Tournament the SRM men's team secured Runners Up.



SRM Women's Volleyball team with the trophy

SRM lifts Seethamma Trophy

Staff Reporter

SRM University won the 6th Seethamma inter college volleyball Women tournament conducted by Dr Bcc Hindu College Chennai, recently. SRM beat the defending champion JBAS College in Semifinal:

25-18, 25-17 in Finals SRM University Beat JPR Engineering College, 25-18, 25-18 and league matches SRM University beat Jain college, Score: 25-1, 25-2. SRM University beat Valliammal Arts College, Chennai, Score: 25-2, 25-3.

SRM University bags title

Staff Reporter

SRM University won the Vayall Memorial Trophy at the South India Inter-Collegiate Volleyball Tournament conducted by St.Thomas College, Pala (Kerala)

recently. SRM beat the host team, St.Thomas College A 25-20, 25-16, 25-15 to defend the title for the third time in a row. SRM beat St.Thomas B 25-15, 25-15 in the quarter final and St.George College 25-12,

25-23, 25-14 in the semi final. A.Muthusamy was declared the best setter and R.Angamuth the most valuable player. Former international and Arjuna Award winner Tom Joseph presided and gave away the trophy.



The SRM team with the chief guest Tom Joseph in the centre.

Aaruush '14.... Surging towards infinity

Gaurav Sinha
Shruti Ganesh
Satamitra Ghosh Dastidar

As another year was ushered in, SRM University geared up to play host to the 8th edition of Aaruush, its national level techno-management fest. Aaruush '14 was once again a microcosm for the thousands of minds who were a part of the event, as they bubbled with innovation and infinite thoughts. Adorned with banners, graffiti, creative posters and huge hoardings, the campus was brimming with enthusiasm.

The participation of over 33,000 students from all over India ensured that Aaruush '14 was bigger than ever. 59 events were conducted across 13 domains - BlueBook, the bio-engineering domain; Electrize, relating to world of electrical and electronics; Yuddhame, the coder's haven; Praesentatio, for those who know how to talk the talk; Konstruktion, the macro engineering section; Machination, pertaining to automations and machines; Robogyan, battle arena for robots; Magefficie, for the management gurus; Vimanaz, showcasing flight; Fundaz, which was all about fundamentals; Online, which

catered to online events; X-Zone, the only non-technical domain; and Special Events, for just that special something.

As for the workshops, Aaruush '14 boasted of thirteen of them, spread across all four days. The workshops, 'Hacktrack' and 'Digipreneur' saw a collective participation of over 2000. The rest of them, 'Eye Robotics', 'Surveillance Quadcopter', 'Tall Building Design', 'Vehicle Overhauling', 'Mystery Behind a Criminal Case', 'Biped Botix', 'Big Data Analysis', 'Rubik's Cube', 'Girl Safety', and 'Learn 1000 Words' were all sold out.

Aaruush 2014 was inaugurated by the honourable Chancellor of SRM University, Dr. T. Pachamuthu, who delivered the Presidential Address. The Vice Chancellor in charge, Dr. T. P. Ganesan, also addressed the gathering. The Director of the Combat Vehicles Research & Development Establishment (CVRDE), Dr. P. Sivakumar graced the occasion with his presence. Dr. A. Rathinam, Convenor, Aaruush '14, introduced the Chief Guest for the evening, Dr. Krishnaswamy Kasturirangan, a member of the Planning Commission of India and former ISRO scientist. Dr. Kasturirangan

emphasised the importance of innovation and ideation and the need for youth to be actively involved. This year, Aaruush hosted a video conference with the Guest of Honour, Dr. Sam Pitroda, the main force behind India's telecom revolution and former member of the National Innovation Council. His talk on the history of India's telecom revolution and the future of telecommunication technology was well received by the audience. The evening ended with the first Aaruush Nite, courtesy of the SRM Music Club.

The first day of Aaruush saw guest lectures delivered by Dr. K.I. Varaprasad Reddy and Brigadier S.B. Sajjan, who enlightened the students on various opportunities the country has in store for them after graduation. The Indian Army Weapons Expo and DRDO expo captivated students with their brilliant display of innovative technology. The second Aaruush Nite mesmerised the mob with a folk dance performance showcasing the rich heritage of Tamil Nadu, including Karagattum, Silambattam and Tappattam. Following the performance, the organisers made the SCRO Copter soar high, carrying the Aaruush '14

flag. The Conrods Show was a fitting end to the first day.

Day two saw four more expos; the Indian Army Weapons Expo, The DRDO Labs Expo, the Coin Structure Expo and the Arjun Tank Expo. There was a guest lecture by Prof. N. Balakrishnan on the power of technology and a Student Project talk show on various technical projects going on in the campus. However the Proshows stole all the limelight with ensemble of Ebru Art by Garip Ay, spray painting by Sunil Gogoi, 3D Projection by Knownsense, Laser Show and Light Dance by LaserShow India.

The third day of Aaruush kicked off with a guest lecture by Mr N. Eeswarnatarajan, Senior VP and country head Tata AIG, providing tips and tricks on how to go after what one wanted. The second lecture was by Dr. G Satheesh Reddy, Director RCI (DRDO), explaining in great detail about the various Indian missile systems and subsystems. The Industrial conclave played host to an esteemed panel. Mr. Prakash Gurusamy had several small anecdotes on success as an entrepreneur. Mr. K. Rangarajan spoke about the importance of practicality.

Finally, Mrs. Sathya Krishnan shared her knowledge about the realities in professional society. This was followed by Laser-Tag, which proved to be the stress-buster for the day. At night, the auditorium lit up using just mobile screens before the EKA Music Concert, making the day a memorable one.

The final day started off with the Unconference on "Media: Facts or Favours". The panelists were Vikram Sridhar from Tahatto, a Bangalore based theatre group; Mukund Padmanabhan, Editor of The Hindu Business; Ramaswamy Mohan, Editor of the Deccan Chronicle; and Rangaraj Pandey, the Editor of the Thanthi TV, who each asked today's youth to be more responsible and take up the mission of improving the media.

The curtains closed on the fest with the valedictory function. It was presided over by Chief Guest Dr. Eesa Mohammed Bastaki, President of Dubai University, and former CEO of ICT Fund who spoke of his vision for the future. This was followed by the prize distribution ceremony. The valedictory session was concluded with the latin adage 'Carpe Diem', meaning 'seize the day'.



Stunt Mania



Aaruush Carnival



Laser Show as part of Aaruush 2014



Audience standing up in appreciation for the EKA Band



Dr. T. Pachamuthu checks out some displays along with some dignitaries



Life in a gurukulam is extremely structured and disciplined; a chore for city bred people.

A Bridge to ancient India

Karthik Shankar

We were tasked with capturing a slice of life, albeit an interesting one, for our documentary filmmaking module. As a result, four classmates and I put our ambitions before our skills by choosing to focus on Gurukulam education. The eponymous Prabhodini Gurukula was located around 300 kilometres from Bangalore in the Western Ghats; accessible only by a bumpy eight hour bus ride that rekindled one's faith in God.

The gurukulam was a 40 minute walk from the village of Hariharapura; neatly cut off from the rest of civilisation by the Tunga river. A hanging bridge was its only connection to the outside world, both literally and figuratively. Entering it was like leaving the 21st century world behind and entering an ancient

world of rituals and norms.

About 80 boys and less than 10 teachers make up the place. Students are clad in traditional Brahmin attire and fluently speak Sanskrit; impressive considering the language has been relegated to religious ceremonies nowadays. Their morning routine starts with yoga. They are able to contort their bodies in ways that are unfathomable. It is followed by a cold shower in a communal bath (unthinkable for those of us who are accustomed to extended hot water baths). The rest of the day is spent in reciting religious verses and studying the Vedas, in addition to putting unique spins on state board subjects (For instance, Vedic maths concepts are taught in the math class). The Sanskrit language occupies a prime role

of honour, being employed for most of the subjects.

Meals served in the dining hall are a humble affair. While we had trouble adjusting to the simple fare, the students have truly adapted to ascetic ways. Almost all meals consist of rice, rasam and sambar and there are no special menus any time of year!

If we represented bratty city folk, the Gurukulam students were the epitome of sagaciousness. Well mannered, disciplined, deeply respectful towards their teachers and fervently spiritual, they seemed more worldly than the whole lot of us. As we left the gurukula, we came to the sobering realisation that consumerism is our spirituality and Facebook, our religious tome. And we were only too glad to be back!

VLSI Design Flow Using Tanner EDA Tool

Spectrum Reporter

The Electronics and Communication Engineering Department of SRM university, Vadpalani, organised a guest lecture on VLSI design flow using Tanner EDA tool. The lecture was by Mr. Bharanidharan, Technical Manager from Trident Techlabs Pvt. Ltd. The Head of the Department, Dr. C. Gomathy, welcomed the guests with a memento and addressed the gathering. The lecture began with an outline of the basic design flow for FPGA and ASIC. Mr. Bharanidharan also pointed out the various differences in the

design flows. The next part of the lecture focused on introduction to the Tanner EDA tool used in creating the VLSI designs. The various components like S-edit, L-edit, W-edit, etc. of the tool were explained and their functionality was also shown. Finally, Mr. Bharanidharan showed the design of a digital inverter, using the tools of the Tanner EDA, and also simulated it to give the appropriate output. This lecture saw an active participation by the final year students of the ECE department and also motivated them in pressuring projects using this tool in the VLSI field.



Digitalising SRM

Nandita Adityan

The department of Electronics and Communication of SRM University has managed to successfully justify the phrase 'The Electronic Age' with its 'Surprise Test' app through 'Aakash Tablets', which is powered by the Android Operating System. This project was the brainchild of Team Aakash, which consists of students from the field of Engineering and Technology and works under the guidance of Professor & Head of Department Dr. S. Malarvizhi, ECE Department, SRM University.

Headed by Mr. T.E. Raja of the ECE department, the app focusses on the digitalisation of surprise tests conducted every semester, wherein the faculty members register themselves in

the online website portal created by Team Aakash and create a test consisting of objective type questions for the students to answer and be evaluated on.

IIT-Bombay in collaboration with The Indian Ministry of Human Resource Development under the program "National Mission on Education through ICT" has identified SRM University as one of its privileged remote centers to enhance teaching, learning and R&D through Aakash Tablets.

After its successful debut with the eco-friendly surprise test app, Team Aakash is concentrating on its upcoming projects like SRM Buzz app, SRM GPS app, Satellite Tracking app and Surveillance BOT app; all upcoming milestones in its journey towards revolution.

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**

Orienting New Minds

Spectrum Reporter

First year orientation programme was conducted by ECE department, recently. The program was organised to give an opportunity to the first year students to know / understand various activities and resources available in the department. During the program students also got to know about the various clubs and organizational activities. This program was coordinated by Mrs. Shirley Edward, Mrs. Anita Christaline, Mr. S. Karthik and Mr. Dinesh Babu under the guidance of Dr. C. Gomathy, HOD, ECE

Department. Dr. C. Gomathy gave an insight on the ECE course and department activities, including the training and placement. Ms. Shirley Edward presented in detail the various courses, their credits and distribution of electives. She also explained about the rules and regulations of the University. Mrs. Anita, coordinator of Robotics club explained about the various workshops, symposium and other activities of this club. Mr. S. Karthik, the Faculty advisor for IEEE explained the benefits of joining in IEEE and also presented in a nutshell the activities under IEEE Banner.

Tourism's link to community

Staff Reporter

World Tourism Day (WTD), celebrated every year on 27 September, is a global observance to highlight tourism's social, cultural, political and economic value. This year's World Tourism Day (WTD) drew special attention to the role of tourism in contributing to one of the building blocks of a more sustainable future for all: community development. This focus is in line with the global transition to the Sustainable Development Goals as the guiding principle promoted by the UN from 2015 and beyond.

In celebration of World Tourism Day, SRM Institute of Hotel Management organised a three day event under the theme 'Tourism and Community Development', focussing on the ability of tourism to empower people and provide them with skills to achieve change in their

local communities. The institute organised an inter-college competition for students from different Hotel Management colleges. The competitions included 'Gimmick' which was the quiz competition; 'A hall of Mirror', the collage, painting and Rangoli competition; 'Thorns and Blooms', the flower arrangement competition, Mock tail making competition etc. The institute also invited students to present research papers.

The winners were felicitated on the last day by the chief guest, Shoeb Samad, Regional Director, India Tourism who delivered the presidential address. Mr.Prakash Jayadevan General Manager, Courtyard by Marriott, Chennai delivered the special address. SRM Institute of Hotel Management director Dr. D. Antony Ashok Kumar added the importance of World Tourism Day.



Chancellor Sikkim SRM University welcomes the Chief Guest

Drug, Discovery and Development: 3Ds' in the field of Pharmacy

Staff Reporter

The College of Pharmacy, SRM University, organised a two day national conference on 'Drug, Discovery and Development -3Ds' in Pharmacy, recently at Dr.T.P.G Auditorium Mini Hall. The conference saw highly informative lectures by prominent speakers who proved to be an inspiration for the aspiring pharmacists.

The programme began with the inaugural ceremony on day one of the conference. Dr.K.S.Lakshmi, Dean, College of Pharmacy, SRM University, warmly welcomed the dignitaries. After the lighting of the traditional lamp, Dr.N.Sethuraman, Vice-Chancellor, Sikkim SRM University, presided over the function and Dr.T.P.Ganesan, Chancellor, Sikkim SRM University, inaugurated the conference. The chief guest for the day was Thiru.R.Thiruvengadam, Joint Managing Director, Tablets India Ltd. Dr.N.Chandraprabha, Director, Health Sciences, SRM University, delivered her felicitations on the occasion. The ceremony concluded with the vote of thanks by Dr.V.Chitra, Vice-Principal, College of Pharmacy, SRM University.

The scientific session began soon after with the first session being handled by Dr.B.Sangameswaran, Principal, SSM College of Pharmacy, Bhavani, Erode on 'Herbal Product Design

“ The first session began with the power-packed lecture on 'Computer-Aided design of Anti-Inflammatory Drugs' by Prof. Mukesh Doble, Head, Dept. of Biotechnology, IIT, Madras ”

and Development'. The post lunch session saw Dr.Shobarani Hiremath, Principal, Al-Ameen College of Pharmacy, Bengaluru, who lectured on 'The Role of Plasma Protein Binding in Drug Discovery'. The last session for the first day was handled by Mr.Madhan Kumar Rose, Assistant Manager, Dr.Reddy's Laboratories, Hyderabad, who educated the delegates on 'Decoding Drug Development'. The poster presentation session was carried out simultaneously in the afternoon. Over 40 posters were presented by students, and two of the best prize winning posters were chosen after evaluation.

The second day of the conference continued with the scientific sessions. The first session began with the power-packed lecture on 'Computer-Aided design of Anti-Inflammatory Drugs' by Prof. Mukesh Doble, Head, Dept. of Biotechnology, IIT, Madras. This was followed by an invigorating session on 'Dissolution Testing in Dosage

Form Design and Development' by Mr.R.Manikandan, Director, Dr.Reddy's Laboratory, Hyderabad. Post lunch, the sessions concluded with 'Function of Bioanalysis in Drug Development Process and Advantages of LC-MS/MS' by Dr.R.Viswanathan, Head, Bioanalytical Division, Orchid Healthcare, Chennai.

The two-day programme concluded with the valedictory function, which was graced by Dr.P.Thangaraju, Pro-Vice Chancellor, Medical, SRM University and Dr.N.Chandraprabha, Director Health Sciences, SRM University, who distributed the certificates to the participants and also awarded prizes for two of the best poster presentations.

The conference turned out to be an eye opener in the various lesser known domains of the Pharma Sector. The deliberations by the resource persons provided a sublime level of understanding to the emerging young pharmacists.



SRM ushered in World Tourism Day with a three day event under the theme 'Tourism and Community Development'.

Hindi Divas

Spectrum Reporter

The Hindi department of FS&H conducted 'Hindi Divas' which was a week long programme to celebrate and promote the Hindi Language. Various competitions like, poetry, writing, extempore and short story

narration were conducted. Inter-collegiate drama competitions were conducted and Madras Christian College Tambaram was the winner. Famous writer, poet and journalist, Ramesh Gupta Neerad presided over the valedictory function.



FS&H Director, Dr.R.Balasubramanian giving away the Prizes

An attempt to refresh the knowledge

Staff Reporter

A teacher's refresher programme in 'Networking, Communication and Device Simulation' was conducted at the Department of Electronics and Communication Engineering, SRM University, Delhi NCR Campus, Modinagar, Ghaziabad recently.

All the faculty members (27) of Electronics and Communication Engineering Department participated in the refresher programme.

On the first day, Dr. Geeta Kathpalia (Scientist G) Sr. Director, R&D, Department of Electronics & IT, Ministry of Communications & IT, GOI, & Mr. Akshat Gupta Founder-

Director at Incise Infotech Pvt. Ltd were the Resource Persons for the refresher course.

On the second day, Mr. F. B. Dwivedi Director, GD Scientific was the resource person for the programme. Dr. (Prof). P.K.Chaturvedi, faculty of Electronics and Communication Engineering department shared his previous experiences in his 35 years of services in various fields, including the education field.

The motive and aim for the programme was to enhance the awareness about the changes going on globally in all discipline with technological development. Changes require an individual to learn more and it makes it mandatory for them to sustain

themselves in the changing environment.

Mr. Pankaj Singh HOD (ECE) & Dr. (Prof). P.K.Chaturvedi, faculty of Electronics and Communication Engineering department conducted the programme with zeal and zest.

Speakers for the programme:

Mr. Akshat Gupta, Founder-Director at Incise Infotech Pvt. Ltd., who has over twelve years of experience in the semiconductor industry, delivered a workshop on VLSI Design Methodology

and new approach in the field of ASIC and FPGA design. He also shared a wide domain knowledge of on-chip buses and wireless communication and his experience at consulting companies like Toshiba, Intel, Coware, Actel, etc.

The next session was taken by Mrs. Geeta Kathpalia, Sr. Director, R&D, Department of Electronics & IT, Ministry of Communications & IT, GOI. She described in her words, the innovation through entrepreneurship development in the area of Electronics and ICT at Institutes of Higher Learning. She also demonstrated the

activities of R&D in IT Group.

Mr. F B Dwivedi, Director, GD Scientific has more than 30 years of experience in the field of process industries of Mono Cathode ray tube with variety of product in Medical, Industrial, Data display, security & Defence application display products. He explained the future display technology in the area of LEDs and LCDs.

By the end of the session all this knowledge in the field of Display Trends and Technology, New Trends in VLSI Design Methodology was imbibed by all the faculty in the department.

Francais pour les etudiants

Staff Reporter

SRM University conducted a one of a kind workshop for the first year undergraduates. The workshop focussed on diverse fields in the language of French and learning for beginner level students. The French workshop was held at the Dr. T. P. Ganesan Auditorium. It was conducted by the Department of French, Faculty of Science and Humanities, SRM University.

The Guest of Honour was Dr. R. Venguattaramane, UGC, Professor Emeritus, Pondicherry University; along with Professor Yuves Loiseau, Université Catholique de l'ouest, Angers France who helped shape the workshop and the functioning and the success. The workshop was the brainchild of Mr. K. Kumaravel, Assistant Professor and Head, Department of French, SRM University.

The workshop was kick started by Professor Yuves Loiseau, breaking the ice with our students and slowly moving towards teaching through various interactive activities. His methodology included group discussions, innovative group interaction techniques which helped him bond with our students better. This led to an interesting class where French and its nuances were taught to the students; numbers, formal greetings, interactions were tutored in French through these creative teaching methods.

The workshop brought our students together who cut across through various disciplines. Teaching and learning was imbibed by students in an enjoyable manner. The success of this workshop piqued the interest of students in the language of French and will open up new vistas for future workshops and seminars.



SRM's 'Merx Mercis Club' recently hosted an international conference on 'Human Resource Excellence in Global Scenario'

Human Resource Excellence in Global Scenario

Spectrum Reporter

The Department of Commerce, Faculty of Science and Humanities, SRM University formed an association named 'Merx Mercis Club', an active club that runs with the sincere support of management and faculties and which conducts business events every year. This year it was assigned to conduct an International Conference on 'Human Resource Excellence in Global Scenario'.

The main agenda of this conference was to meet the demand of HR industry practitioners to understand the challenges of HR activity and sharing the expertise of global HR leaders and their strategies formulated for the successful HR management globally.

The aim of the conference was to pave a public platform to bring together researchers, industry

practitioners, entrepreneurs, academicians and experts. They exchanged their ideas, theories, concept, techniques and experience related to all aspects of human resource practices. The researchers whose papers were accepted for presentation from various categorical institutions around the globe attended. The interested participants from USA, UK, Srilanka, Singapore, Nigeria, Ethiopia, and Oman were noted research worthy. 138 papers were selected for presenting on the conference out of 207 research papers received. 93 articles were published with ISBN Number.

On the day of inauguration, the function started with invocation followed with the welcome address given by Dr.S.Chitra, HOD, Department of Commerce. Dr.Balasubramanian, Director, FSH, SRM University presided over the function. Dr.J.Jothi

Kumar, Associate Dean, FSH, SRM University explained the theme of the conference.

Dr. Sarangapani, Professor, Department of Business Studies, IBRA College of Technology, Sultanate of Oman gave the special address. During this session, the proceeding had been released by the dignitaries on the dias.

The technical session was headed by four chair persons namely Dr.Jain Mathew, Bangalore, Dr.V.Srinivasa Prasad, Andhra Pradesh, Dr.A.Tamilarasu, Ethiopia, and Dr.S.Raju, Tirunelveli. It went on successfully.

The function fulfilled with the valedictory session headed by Mr.V.Ramani, Director, Knowledge Capital Group, Chennai. The special address given in this session was by Mr. Manoj Shanker, GM, Trident Facility management Services Pvt. Ltd., Chennai.



Dr.R.Venguattaramane, UGC, Professor Emeritus, Pondicherry University; Dr. R. Balasubramanian, Director, Faculty of Science and Humanities and Professor Yuves Loiseau, Université Catholique de l'ouest.



SRM's Department of Visual Communication along with the National Service Scheme organised a programme on 'Road Safety and Helmet Awareness'.

It helps to cushion the blow

Spectrum Reporter

Road safety is emerging as a major social concern in the country. The statistics are mind boggling with an average mortality rate of 1,00,000 persons dying in road accidents. According to a survey from WHO, each year road traffic injuries take away lives of 1.2 million men, women, and children around the globe and injure many more. The death toll is on the higher side for the countries where pedestrians, motorcyclists and passengers are vulnerable and vehicles lack the safety norms, like India. In response to an increasing awareness of the role of work-related driving in crashes and the related costs, National Service Scheme along

with department of Visual Communication organised Road Safety and Helmet Awareness to help students experience life after a head injury. The Deputy Dean and Vice-Principal of SRM Medical College and Research Centre Dr.K.Gireesh addressed the student volunteers. The programme focussed on educating the importance of road safety and wearing helmet to protect oneself during accidents. Dr.K.Gireesh conveyed to the students the dangers of head injury during accidents with photos and video clippings. This programme made an impact in such a way that it remains in the minds of the students for ever as many a times it is mostly college students who are the victims in such accidents that prove to be fatal. And once at

that young age if they meet with an accident they become incapacitated and later become a burden to the family and society. An oath about following all the traffic rules while driving vehicles was taken by all those present. The initiatives taken by the Director of Faculty of Science and Humanities Dr.R.Balasubramanian and the Associate Dean, Dr.J.Jothikumar, to organise such programmes are remarkable. The NSS Programme coordinator, Mr.S.Albert Antony Raj proposed the vote of thanks. Staff co-ordinator Mr.Mahendiran and the student coordinators Mr.Harsha Vardhan, Mr.Charvi, Mr.Sri Harish and Mr.Kesavan meticulously planned and conducted the awareness programme with the support of the volunteers and students.

The White Festival

Staff Reporter

SRM IHM conducted Onam Fest 2014 to celebrate the Kerala's main festival. The occasion was blessed by the presence of Mr. Jayachandran, Ex-Director, L&D of the Taj group of Hotels and Ms. Mary Joseph, Training Manager at Courtyard by Marriot, Chennai and our Director & Principal Dr. D. Antony Ashok Kumar.

The celebration started off with the lighting of lamp. The stage was decorated in an ethnic way with flower carpet and lamps. The programs started off with a welcome song, followed by a welcome speech. A presentation on Kerala was shown to students to enlighten their knowledge. The presentation was followed by a skit performed by the first

years on Onam and its legends which was very informative. Next was the "Tiruvathira" which is due of the traditional dance forms of Kerala. Then the guests spoke a few words about the essence of Onam and its importance. The program ended on a very promising note and the students were served banana chips and 'Payasam'. Students got a close look onto Kerala and its tradition, culture, food and clothing. Onam, all of us now know is a festival of children on swings 'Pookalam' on floor and tiger clad men with hunter behind them. It depicts the welcome of Mahabali, the king to the house of people. It is a festival celebrated with lots of tradition and purity. And every year people decorate their house to welcome their king 'Mahabali'.



The lighting of the ceremonial lamp during Onam Fest 2014, SRM's IHM's Onam celebration.



Students march around the campus to spread awareness about 'Road Safety and Helmet Awareness'.

Rally on Road Safety and Helmet Awareness

Spectrum Reporter

In a bid to spread awareness about road safety measures and wearing helmet among motorcyclists all over the university, National Service Scheme and Department of Visual Communication organized a rally on 9th October 2014 at 3.30pm. The rally started from the Faculty of Science and Humanities block and ended in the University entrance arch. With the guidance of our Director, Dr.R.Balasubramanian, the rally was flagged-off by our Associate Dean, Dr.J.Jothikumar, led by NSS Programme coordinator,

Mr.S.Albert Antony Raj and NSS Programme Officer, Dr.K.Selva Sundaram. More than 200 students participated in the rally. The participants raised slogans such as 'Follow rules prevent accidents', 'Life is precious', 'Normal speed meets every need', 'Safety is not automatic, think about it' and 'Stay Alive – Think and Drive'. They also carried placards reading 'Prevent accidents', 'Follow traffic rules', 'Prevent use of mobile phones while driving', and 'Avoid drunk driving'. All of it was done in an effort to raise awareness about bike safety on the roads.