

# SPECTRUM

The campus newspaper of SRM University



# AT THE TOP

By Dr. Sridhar Krishnaswami

In what is being billed as a “Rank of Honour”, a survey of Indian Universities has placed the SRM University near Chennai First in Multiple Streams (Engineering and Medicine); first as a private University for engineering; and in the Third position for the School of Medicine in the same category.

Full Report P-13







with the foreign faculty

## Abhishek and Sauvik clear LabVIEW certification exam

By A Spectrum Reporter

Abhishek Mallik and Sauvik Das Gupta, both Year III B.Tech students pursuing Instrumentation and Control Engineering, recently cleared the prestigious Certified LabVIEW Associate Developer (CLAD) exam. The exam is an official certification test conducted by the National Instruments, United States of America. The two are studying at the Kattankulathur campus of SRM University.

The LabVIEW certification exam is a graphical programming system design that is regarded to be one of the most advanced controlling software till date.

"This exam is the first level of the three tier certification course comprising CLAD, Certified LabVIEW Developer (CLD) and Certified LabVIEW Architect (CLA).

We are the lucky few students from India and the first from SRM to have cleared this competitive examination. We thank our HoD, Dr Vimla Juliet, and other faculty members for training us in the LabVIEW basics," the excited students said.

The two wish to pursue higher studies in the USA, as it is the best place for learning this language and pursuing research in this field.

### Attend conference

Both the students recently attended and presented a paper in Bangkok at the three-day International Conference on Computer and Automation Engineering jointly sponsored by the International Association for Computer Science and Information Technology, Singapore Institute of Electronics and IEEE Computer Society.

## SRM trio win prizes at Techkriti09

By A Spectrum Reporter

Soma Majumdar, Tiwari Sushil Bolanath, Saneep Mani Tripathi, Year III students of the Department of ECE, SRM University, Kattankulathur Campus won prizes at Techkriti09, the annual technical festival organised recently at the Indian Institute of Technology, Kanpur.

They won first prize in the

event Eureka09 for presenting a paper on *Synthesis and Application of thin film Nanosensors* and a second prize at *Electrobuzz* event for their PCB circuit design and testing. Their paper on nanotechnology theme discussed the carbon mono-oxide monitoring techniques in atmosphere with the help of nano thin film sensors.

In the circuit design competi-

tion, they successfully tested the working of the circuit made in previous rounds faster than any other team. With the average of total points, they won the second position in this competition. In all eight teams including seven from different IITs participated in the event. Speaking to *Spectrum*, the trio said, "We dedicate our prizes to our faculty Mr. A.V.M Manikandan, who was a great mentor to us."

## Spectrum condoles Asst. Librarian's demise

By Manoj Narra

Mr P.P. Raman, an Assistant Librarian in SRM University, succumbed to injuries on March 13 this year. He was 49. Mr Raman, who hailed from Usilampatti village near Madurai, met with an accident on March 12.

He was rushed to SRM Hospital with grave injuries and later shifted to Apollo Hospital. Despite the best medical efforts, he could not be saved.

An only son of Mr. Perumal Devar, Mr Raman did his under-graduation and post-graduation from Sir Thiyagaraja College, Madurai. He then joined SRM Group in 1985 as Construction Supervisor.

Soon, he held several other positions at the University, including that of Hostel Warden and Office Administrator. For the past 11 years, he had been working in the University's Library, first as a Library Assistant and then as Assistant

Librarian. During his stint with the library, he completed his post-graduation in Library and Information Science.

*Spectrum* records its deepest condolences to the bereaved family.



P.P. Raman



## THE EDITORIAL TEAM

### KATANKULATHUR CAMPUS ENGINEERING

#### Mechanical Engineering

Faculty - MR. Stalin John  
Student - Sangam Chaturvedi  
Student - Sanjay Singh

#### Bio-Technology

Faculty - Mr. T. Thirumurugan  
Dr. P. Gurumoorthy  
Student - Prerna Chauhan  
Student - S.K. Vivek  
Student - S.V.K. Ragavendra

#### School of ECE

Faculty - Mr. Diwakar R. Marur  
Faculty - Mr. Vigneswaran

#### Civil Engineering

Student - C.Kumara Venkatesh

#### Information Technology

Faculty - G. Vadivu  
Student - R.S. Diwakar

#### MBA, Kattankulathur

Faculty - Yaseen Maswood  
Student - Mrinal Deo

#### MEDICINE

#### College of Pharmacy

Faculty - Amudavali

Student - Manoj Narra

#### College of Dentistry

Faculty - B. Mohan

#### Department of Community Medicine

Faculty - Dr. N. Seetharaman

#### Dept. of Microbiology

#### SRM Medical College Hospital & Research Center.

Faculty - Dr. P.K. Uma  
Maheswari

#### SCIENCE AND HUMANITIES

#### BCMA

Student - R. Kalaiyarasi

#### Computer Science

Faculty - M. Karthikeyan

#### CSE

Faculty - B. Amutha  
Student - V. Raghav

#### SRM Institute of Hotel

#### Management

Faculty - Vijayakumar  
- Catherine A.

#### SRM ARTS AND SCIENCE COLLEGE

#### DEPARTMENT OF CHEMISTRY

Faculty - V. Chitra

#### Nutrition & Dietetics

Faculty - S. Riyas Fathima

#### ECS

Faculty - Dr.Anuradha

#### French

Faculty - R.Nandini

#### Tamil

Faculty - J.Munusamy

#### English

Faculty - Anuja K. Philip

#### Biotech

- Moen Sen

Abhishek

Nivedita

Sharoni

ECE - Tirthankar Jana

Mech - Varun Krishnan

Shiv

TCE - Deepak

Ritika

#### RAMAPURAM CAMPUS

#### Bio-informatics

Faculty - G.V. Ashok Kumar

Student - Chinari Pawan Kumar

#### CSE

Faculty - Balika.J. Chellai

Student - Awanish Kumar

#### Civil Engineering

Faculty - K.S. Sathyanarayanan

#### ECE

Faculty - P. Sivakumar

Student - K. Sunderam

#### EEE

Faculty - M. Deva Brinda

#### ICE

Faculty - R. Bhagyalakshmi

#### IT

Faculty - P. Sathiyavalli

Student - M. Suhasini

#### MBA

Faculty - Mrs. Mary Auxilai

Student - Prasanna Venkatesh

#### MODINAGAR CAMPUS

#### Management Studies

Faculty - Ms. Ruhi Jain

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Photos : J. Vijay Kumar

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Some of the departments and schools remain unrepresented. The Deans and HoDs of those institutions are requested to

nominate representatives and mail in their name and contact details to Mr Venkat Pulapaka, Professor and Head, School of Journalism and Mass Communication, SRM University, 3<sup>rd</sup> Floor, MBA Block, Kattankulathur. E-mail: venkat.pulapaka@gmail.com. Mobile: 9443937428.

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# Budding journalists should develop analytical skills: Prabhu Chawla

*J-School to start community newspaper soon, says Prof. Sathyanarayanan*

By Mark Nathan

Development communication is a topic being widely discussed these days. It has assumed new connotations over the years. In view of sharing and analysing the different practices of development communication the Young Journalists Association formed by the School of Journalism and Mass Communication of the SRM University at its campus in Katankulathur had recently organised a one-day symposium on the topic Development Communication - Practices and Dilemmas.

In his inaugural address at the symposium, Mr. Prabhu Chawla, Editorial Director of the India Today Group, said that the budding journalists of the School should develop analytical skills to present the current Indian scenario so that they can adapt themselves in communicating the right things in future.

Yuhi Sethu of the Kollywood fame was one of the guests and he received the first copy of the deliberations of the symposium released by Pro Chancellor, Mr P Ravi.

Chancellor, Mr T R Pacha muthu, said journalism is nothing but communicating the happenings in and around you and an excellent communication is that exact reporting of happening in life without exaggeration.

Vice Chancellor, Prof. P Sathyanarayanan, said that the School of Journalism and Mass Communication of the SRM University, which is relatively a late entrant on the campus, is playing a vital role in the institution and has become the best communicating hub in the neighbourhood.

Quoting a Chinese proverb on doing it yourself, Prof. Sathyanarayanan said the School envisages bringing out a community newspaper in the near future so that the students can get hands-on experience in journalism.

At the valedictory function, Mr. N Ravi, Editor of *The Hindu*, was the chief guest. He said development communication has to be seen as another aspect of media freedom and not a different species in itself.

He also pointed out that there was extensive coverage of deprivation issues, which democratic system and the media has filed in shaping up a public policy in addressing such issues with a sense of urgency.

Film Director Yuhi Sethu had the audience in splits with his wits and humour.

Earlier, Dr. N. Sethu raman, Registrar, Dr. R. Balasubramanian, Director, Faculty of Science & Humanities, Prof. Manek Sahani, Advisor to the Chancellor, and other faculty members were present on the occasion.

Mr. Prabhu Chawla



## Faculty of Science and Humanities

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Join a diverse student community at one of the largest universities in India. Part of a 4 decade legacy in education, SRM University gives its students all the resources of an international university that has links with top foreign universities, an up-to-date curriculum, experienced faculty and a nourishing environment for growth. So, no matter which course you choose at the Faculty of Science and Humanities, success will follow.

#### Course Offered

Kattankulathur Campus:		Ramapuram Campus:
<b>Diploma</b> Hotel Management & Catering Technology Teacher Education (D.T.Ed) Film Acting	<b>P.G. Programs</b> <b>M.C.A.</b> <b>M.Com.</b> <b>M.A.</b> Public Administration International Relations Journalism & Mass Communication	<b>B.Sc.</b> Biotechnology & Bioinformatics
<b>PG Diploma</b> Journalism	<b>M.Ed.</b> <b>M.Sc.</b> Biotechnology Chemistry Computer Science and Tech. (Integrated) Computer Science and Tech. (Lateral) Information Technology Hotel & Catering Management Mathematics Physics Visual Communication	<b>P.G. Programs</b> <b>M.C.A.</b> <b>M.Sc.</b> Biotechnology & Bioinformatics Biotechnology & Bioinformatics (Integrated) Biotechnology Computer Science & Tech. (Integrated)
<b>U.G. Programs</b> <b>B.Sc.</b> Biotechnology Computer Science Information Technology Hotel & Catering Management Information & System Management Visual Communication	<b>M.Phil.</b> Computational Mathematics Education <b>Ph.D. in all disciplines</b>	<b>Modi Nagar Campus, Delhi:</b> <b>B.Ed. M.Ed. MCA</b>
<b>B.Ed.</b> <b>B.Com.</b> <b>B.C.A.</b> <b>B.F.T (Film Technology)</b> <b>B.B.A.</b> <b>B.A.</b> Tamil Journalism & Mass Communication		<b>Tiruchy Campus:</b> <b>U.G. Programs</b> BCA, B.Com, BBA B.Sc (Computer Science) B.Sc (Information Technology) B.Sc (Hotel and Catering Management)

**FEES:** Only regular course fees for the respective streams are required.

**ISSUE OF APPLICATION FORMS:** Application forms are available at No. 3, Veerasamy Street, West Mambalam, Chennai - 600 033 on payment of Rs. 750 by cash or DD, drawn in favour of SRMIST, payable at Chennai. The application downloaded from the website can also be sent, duly filled along with the required DD to the address mentioned below.

**Issue of applications begins : April 15th, 2009**

**Last date for submission of filled in applications: June 15th, 2009**

For further details contact :  
**The Dean (Admission),**  
**SRM University,**  
SRM Nagar, Kattankulathur - 603 203  
Kancheepuram Dt., Tamil Nadu, India.  
Ph : +91-44-27455715 / 27453433 Fax: +91-44-27453622  
Email : dean@admissions.srmuniv.ac.in



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



Mr.N.Ravi with journalism students



# Varsity inks MoU with IGCAR

By Mark Nathan

SRM University and Indira Gandhi Centre for Atomic Research (IGCAR) have recently agreed to build a 15-metre high micro meteorological tower at the Kattankulathur campus of the University to check weather conditions and pollution levels.

Announcing this during the Memorandum of Understanding (MoU) ceremony between SRM and IGCAR, IGCAR Director Dr Baldev Raj said, "This tower would be the first of its kind in Chennai and it was being built as part of IGCAR's atmospheric and environment monitoring programme."

The tower would help in establishing surface, air and water pollution levels apart from helping urban planners on proper use of land space, explained Dr Baldev Raj, and added that the two institutions had also tied up for academic and research collaborations.

"Setting up of the tower, which will become functional in three months with an initial investment of Rs 20 lakh, will make industries and educational institutions, including schools, able to monitor pollution levels in the environment. A prototype of the tower would first be built. Later the



Dr. Baldev Raj

actual tower, measuring 50 metre height, will be set up," Dr Raj said.

The IGCAR was also planning to collaborate with research and educational institutions on designing a kit that would make it possible for even school children to test pollution levels. The kit would be made available at a cost of about Rs 10,000.

Earlier, Dr. Baldev Raj said atomic energy and material science had immense potential in touching the lives of people and for nation building. It could help in improving quality tests of fruits, vegetables and flowers exported from India, better diagnosis of cancer and diseases caused by inflammatory tissues and it was also possible to bring robust technologies at lower cost

in the field of health care.

He said India was second to none in establishing sodium-cooled fast reactors and that it was the first to master this technology ahead of the US and France. This not only speaks volumes about the Indian scientific community's talent, but also proved that Indians could work as a team, he said, dismissing as myth, the criticisms that Indians could not work as a team.

"India has taken a lead. Tomorrow we want to be world leader in this technology. For this synergy is required and the national facility like IGCAR can be used as much as possible through such agreements," he said.

In this context, he referred to the successful launch of Chan-

drayaan-I and said it was a classic example of team work. Dr Baldev Raj also warned the students that science was not an easy subject. Being a scientist is not an easy job. "You will have to work round the clock and throughout the year to achieve something. Then only you can realise your dream. Science is like climbing a mountain, which you love as you go up step by step," he said. Observing that addiction to science was not bad, Dr Baldev Raj said he wanted to make students get addicted to science and IGCAR was ready to enhance the students' holistic education in science, which was relevant in all spheres of activity.

Vice-Chancellor Prof P Sathyanarayanan said SRM would soon introduce subjects in nuclear science and technology as electives before offering a full-fledged course at the post graduate-level. Chancellor Mr T R Pachamuthu, speaking on the occasion, emphasised the importance of research, either by the faculty or the students, and said any university would be known by the level of research it was doing and SRM University is trekking the path of research. University Pro Vice Chancellor Dr. T P Ganesan and its Registrar Dr. N Sethuraman also partici-

## Gaurav youngest at Pretoria conference

By A Spectrum Reporter

A Year III student of B.Tech Biotechnology, Gaurav Lalwani, recently gave an oral presentation at an international conference on Nano Sciences and Nanotechnology called NANOAFRICA 2009 at Pretoria in South Africa. The visit was sponsored by SRM University.

Speaking to *Spectrum*, Gaurav Lalwani said, "I was the youngest and the only undergraduate author presenting a paper at the conference, which was attended by 250 eminent scientists from all over the world. Interacting with Fellows from the Royal Society of Sciences, London and Guinness record holders was indeed a lifetime experience for me."

## 250 take part in maths fest

By Padmapriya Srinivasan

At least 250 students from 25 different colleges in and around Chennai recently participated in a two-day inter-collegiate Engineering Mathematics Festival (EMF '09) organised by the Sri Ramanujam Mathematics Club (SRMC) at SRM's Kattankulathur campus. Dr S Ponnusamy, Controller of Examinations, SRM University inaugurated festival and also released the souvenir *Flashes*.

Events like Olympiad, Dumb Charades, crossword, quiz and Math Talk formed the main attraction of the fest. Prizes were given away by Dr K Parthasarathy, Director, Ramanujan Institute of Advanced Studies in Mathematics, Chennai.

St Josephs College walked away with the best prizes in most of the events and were adjudged the best overall winners. The office bearers for 2008-09 are Harini Jambunathan – Secretary, Rishav Khemka – Joint Secretary, and K.R.Aravind – Joint Sec-



School students visiting SRM University.

## 8,000 school students exposed to career options in engineering

By Aditya Kesanupalli

Over 8,000 students, primarily of class XII, from over 100 schools in Chennai visited SRM University's Kattankulathur campus to participate in an informative exhibition-cum-workshop on the future of engineering courses and other career options for the years to come. The two-day event called *Engine Room* was recently organised by SRM University in association with the Papyrus Club. Professionals from top-notch companies including Siemens, Nokia, DLF, Ramco, Infosys and Hindustan Motors, held sessions at different location on the campus to give the students an overview of the trends and opportunities in various streams of engineering. The aim of the University was to expose the school students to the facilities at SRM and assist the students in making their choice regarding the engineering course that they wish to pursue in the years to come.

## Workshop on research methodology

By A Spectrum Reporter

The Medical Education Department of SRM Medical College Hospital & Research Centre, recently conducted a workshop on "Research Methodology" for teaching faculty in Medical College at SRM Medical College Hospital Seminar Hall. 51 delegates attended the workshop. Prof. Vinod Kochupillai, Director (Research), Ramaiah Medical College, Bangalore, inaugurated the workshop organised by Prof. V.M. Loganathan. Dr. P. Venkatesan, Scientist ICMR, Chennai, Dr. Satish, Dean, School of Public Health, Dr. Parani, HOD, School of Biotechnology, and Dr. T. Velpandian, Associate Professor, Clinical Drug Research at AIIMS were some of the eminent speakers.



Dr. V.M. Loganathan inaugurating the workshop.



By Suganesh & Kr. Satyam

Rumi Meeran and VJS Srivastav, both B.Tech students of SRM University, recently proved that they are the best speakers and won first and second prizes respectively at COMSPEC '09, the two-day national-level technical student symposium organised by the Department of Electronics and Communication Engineering, Kattankulathur Campus.

The duo participated in an event titled *Showdown*, in which they had to discuss on topics like *Land of opportunities – India or West*, *Should government ban tobacco companies to reduce its consumption?*, *Is subculture against Indian ethics?*, and *Capital punishment Vs life imprisonment*.

Rumi Meeran belongs to the Department of Food Process Engineering while V.J.S. Srivastav belongs to the Department of Instrumentation and Control Engineering at SRM University.

COMSPEC '09, which was organised in association with ISTE, IEEE, was sponsored by Nokia and co-sponsored by Petrofac, Vestas, Electrotech and Power Electronics, Chennai. The chief guest of the event was Mr. Sachin Saxena, Director of Nokia, Chennai.

Hundreds of students from across the country participated in the annual symposium, which witnessed events like

## Meeran and Srivastav win prizes for being best speakers at COMSPEC '09



Aiming for the first prize

Paper Presentations, Dumb C, Circuit Debugging, Corporate Gaming, Tech Parade (Robot Models), Quiz, General Discussion, and IC Quest 2090.

In the paper presentation event, students presented technical papers on any one of the fields of electronics or communication engineering. Ms. P. Saroja, of Fracis Xavier College of Engineering presented a paper on *Server configuration of Mobile Communication Networks*, and won cash prize of Rs. 2000. Similarly, E. Hariprasad presented a paper titled *High Sensitive Electromagnetic Earthquakes Production System* and won cash prize of Rs. 2000. Dr. C. Xavier, General Manager of HCL Technologies, was the

chief guest for this event.

Dumb C had three rounds. First round was based on famous personalities, the second was to find the name of the places and the last round was for finding words. Two teams from Sairam Engineering College, Chennai won the prizes in this event. Members of the winning Team One were P. Jeeva, N. Naveen Kumar and R. Shriram. Members of Team Two include K. Satyanarayanan, R. Pradeep and S. Satyachandran.

The circuit debugging event was dominated by students from Madras Institute of Technology, Anna University, Chennai. The event consisted of three rounds in which the first two rounds were of mul-

tiple choice questions and third round was to debug a circuit. The winners were K. Eashwaran and Mr. Iyer. The runner up was Naveen Kumar. A cash prize of Rs.2000 was given for the 1<sup>st</sup> Prize and Rs. 1000 for the second prize.

The Computer Gaming event had three rounds with teams being eliminated in each round. Each team had three members and the first round was on NFS (Most Wanted), second round on FIFA and the final round was on Counter Strike. Sourav Singh, Athilash, and Aravind Kumar Sunny were the winners of this event, while Sanjeev, Abhijit and Dhanvyay Gupta were the runners up.

Fifty five teams participated

in Esoterica (the technical quiz) prelims. Participants had to answer 30 questions in 45 minutes. Top six teams were selected for finals that were held on the last day. Finals had six rounds. PV Raj Kumar and Eshwaran of Madras Institute of Technology got the first prize and Siddhartha Gautam and Harisudan of Mepco Schlenk Engineering College, Sivakasi were the runners up.

*Tech Parade*, the robot display event saw some interesting robots like line follower robots, audio signal transmitter and portable windmill. Tholkkappiyam Arasu and Sathya Narayanan displayed a line follower robot that won the first prize. While, Arunkumar, Manoj Kumar and Mahenradran of Nanda Engineering College displayed a robot based on traffic controller, which won the second prize.

IC Quest 2090, a very interesting event in which the participants were asked to crack a code to go to the next level and answer four questions and then design a simple circuit. A team that took the minimum time to complete these tasks was declared as the winner. X. Jero Joshua and M. Yanesh Karthik of Kalasalingam University got the first prize of Rs.2000, while M. Chrumathi and A. Jennifer Ciceelia of St. Joseph Engineering College, Chennai bagged the second prize of Rs.1000.

## Nokia Director Mr. Sachin Saxena says . . .

By Suganesh & Kr. Satyam

Earlier, inaugurating COMSPEC '09, Mr. Sachin Saxena, Director of Nokia, Chennai, who was the chief guest of the event, said that India has transformed a great deal ever since liberalisation began in early 1990s.

Giving examples from the telecommunication sector, Mr Saxena said in 1995 the mobile service providers were charging Rs 20 and Rs 10 per minute for outgoing and incoming calls respectively. Whereas, today, he said the outgoing charges were hovering around .30 paise per minute, while incoming calls are free.

Highlighting the importance

of the telecom sector in India, he said that private investment in this sector was 70%, which is the second largest in the country. "There are six lakh villages in the country still to be tapped by mobile operators," he clarified and added that there was huge potential for the sector.

"The 220-acre Nokia factory at Sriperumpudur, which produces 200 million mobiles every year, is the biggest mobile manufacturing plant in the world," Mr Saxena claimed and stated that his company integrates its technology to platforms like Qt and Symbian. And the future in mobile software is in OVI technologies, he claimed.

Dr. P.K.A.Muniswaran, Di-



Mr. Sachin Saxena

rector (Engineering and Technology), SRM University, in his presidential address stressed on the importance of resource utilisation and leadership qualities to beat

the global meltdown. Dr. S. Malarvizhi, Head of the Department of ECE, in her welcome address elaborated the state of art facilities available in the department related

to Wireless and Networking. Later, merit certificates for toppers in academic performance and skill development programme were distributed by the Mr. Saxena.



# B-School students visit industries for real-time experience

By Pradeep Kumar & N Prabhu

A team of 32 Year I students and three faculty members from School of Management recently went on a three-day industrial tour to Palakkad in Kerala.

The aim of the tour was to expose the prospective managers to real-time experiences and the systems and processes involved in the production and operational research activities of different industrial houses.

The team visited production units of three companies outside Palakkad, i.e. Paragon Steels Pvt. Ltd (Rs 100 crore annual turnover), United Breweries Ltd (a unit of Kingfisher Group) and Precot Meridian Ltd (an ISO certified spinning mill).

Speaking to *Spectrum*, the faculty members, Mr S Sundararajan, Dr Mu Subramaniam and Ms R. Shenbagavalli, explained that the tour was totally planned and organised by the students. "At Paragon Steels, the students got to know the various processes involved in producing steel from scrap. They saw processes like

casting, annealing, trimming and shaping. In addition, they also learnt first hand various management processes including organising, planning, staffing, controlling and directing."

On their part, the students said that they were fascinated with the process of melting scrap metal in the electrical



Students and faculty at Paragon Steels plant.

induction furnace, which was heated up to 1584°C.

Later speaking of quality, the students said, "We studied

about the importance of quality control, but during our visit to Paragon Steels we actually saw finished TMT Bars being tested for their quality using the Q-Matrix software. Paragon maintains a composition of 98% of iron and 2% of copper in its products for the strength and flexibility."

Explaining about the production process at United Breweries, a unit of Kingfisher Group in Kanjikode, Palakkad, management students said, "The refilling plant buys back used beer bottles from the unorganised but highly professional *raddiwala* market. Bottles so procured are refilled, after

being washed with NaOH, and put back into the market. The refilling, re-labelling and repackaging processes are fully automated. The plant refills 2.25 lakh bottles per day ready to be shipped to different market zones in Kerala."

"At Precot Meridian Ltd," the students said, "We learnt that the unit exports yarn processed from material like cotton, rayon, polyester, and nylon."

Before returning to Chennai, the team visited tourist spots like Malampuzha dam, Athirappalli waterfalls, and Guruvayoor temple, the students added.

## Need for ethical integrity in businesses stressed

By Varun Kumar & Shubhra Roy

World is today witnessing one of the most ethically turbulent times on the financial front. It is only in such times that there is a need for ethical integrity in businesses, stressed Mr. Ram Kumar, General Manager-Operations, State Bank of Mysore, Chennai.

He was the Chief Guest at a recent one-day seminar on Business Ethics organised by the SRM School of Management, SRM University. The seminar was aimed at educating management and engineering students on ethical integrity in business.

Mr. Ram Kumar also said, "Public image is the key to

survive in today's competitive world. A company with ethical integrity will earn public trust and this will strengthen brand image."

Further, he said that brand image and customer loyalty ensures growth even in times of economic slowdown. Ethics promote team spirit and contribute to employee satisfaction, he added.

While talking on international business ethics, he said that though it gained prominence in the 1970s, the concept did not emerge until the 1990s. This was largely due to the search for value systems, as a basis for international commercial behaviour, global standards and market disciplines, he added.

Later, referring to the Indian

banking system, Mr. Ram Kumar argued that transparency in operation and conservatism are the two strong pillars of the system. "Its because of these two pillars that the Indian banks are still sustaining the growth, while banks in the USA are collapsing."

On a question raised by Abhishek Kumar, MBA Year I, regarding the need for ethics in business, Mr Ram Kumar said, "You can not have any activity without ethics whether you define it or not."

A host of veterans from the banking sector attended the seminar, which was coordinated by Mr. Narayanan, Financial Advisor, SRM University, and Dr. T. Ramachandran SRM School of Management.

COMMUNE '09

## Need for management fests stressed

By Varun Kumar & Shubhra Roy

Students of the Rajiv Gandhi College of Engineering and Technology, Sriperambadur and SMOT Business School, Chennai emerged as the overall winners in the Under-Graduate and the Post-Graduate categories respectively in the second edition of the Management Fest COMMUNE '09 recently organised by the School of Management, SRM University, Kattankulathur.

Students from 30 management colleges from across India participated in the event, which was inaugurated by Mr. Manohar Devdas, General Manager (Projects), M/s Technip, Chennai. While inaugurating the event, Mr Devdas emphasised the need for such events and said, "Such events are the right platforms for budding entrepreneurs and managers." Prof. Balachandran, North Eastern University (U.S), was also present on the occasion.

The fest had events like Best Manager, Paper Presentation, Business Plan Competition, Mock Press, Treasure Hunt, Brain Drain, Ad-Zap, and Mr. & Ms. Tycoon for both UG and PG students.



At the registration.





The existing internet café at the central library.

## Central library to expand internet café with 150 terminals

By Ratnika Sharma

In June this year, the central library will be expanding its internet café, announced Dr. P Rajendran, Chief Librarian, SRM University.

“After shifting the library from the main campus, students had no place to go for browsing at low-cost. We are now installing 150 terminals and are planning to charge a nominal usage fee of Rs. 5 per hour. Each student will be given an individual login ID

card for smooth and hassle-free browsing,” explained Dr Rajendran.

Further, speaking to *Spectrum* on the silent e-revolution happening in the central library, Dr Rajendran said that “in addition to the present security identification gates installed at the entrance of the central library, we are going to soon install a computer near the doorway that will automatically register the entry and exit timings of visitors when they flash their ID cards.”

Students and researchers alike can access thousands of full text Electronic Thesis and Dissertations (ETDs) in pdf format, 4,000 e-journals, 2,761 e-books, and one exclusive research database called SCOPUS through SRM’s internet link <http://library.srmist.edu>, explained the chief librarian.

The library had already made the task of visitors easy by installing computers with internet facility on the ground floor to help them browse through the book catalogues.

“Now, we are going to extend this facility to all other floors,” he stated.

Listing out other facilities on offer for library users, the chief librarian said the library has a 150-seater conference hall on the third floor, a separate book bank section for backward, scheduled caste and scheduled tribe students who are studying on government scholarship, a back volumes section, a competitive exams section and finally photocopy facility.

Last year, the University allocated 200 laptops to the library to be issued on hire basis to engineering students. “Now, we are extending this facility to students of other faculties also,” said Dr Rajendran.

Finally, in recognition of their hard work, students scoring above 80% CGPA are being issued Merit Cards on which they can borrow two books in addition to the usual three books they avail on the normal library cards, he said.

## Expert sees need for better awareness at community level

India witnesses close to 4.5 lakh deaths every year due to tuberculosis: Dr Jawahar

By Anuj Srivas

“Tuberculosis is the world’s greatest killer, more than the small pox, leprosy and plague put together,” said Dr. M S Jawahar, Deputy Director of the Tuberculosis Research Centre (TRC), Chennai.

Dr Jawahar recently gave a guest lecture in connection with the World Tuberculosis Day at the SRM Medical College Hospital and Research Centre, Kattankulathur. Speaking about the almost 4000-

year-old disease, Dr Jawahar said tuberculosis had claimed a lot of lives throughout history and eventually resulted in a variety of cures and fairly effective vaccine.

However, the re-emergence of TB in the early 1900’s in the western countries has resulted in the biggest health problem since the outbreak of HIV/AIDS. Elaborating on the recent studies done by TRC on tuberculosis, Dr. Jawahar said the research looked into the possibilities of HIV positive patients having an increased chance of clinical TB. The study found that India witnesses close to 4.5 lakh deaths every year due to tuberculosis.

While describing about the various types of TB, Dr Jawahar focussed on the drug resistant variants of TB and

how MDR – TB (Multi Drug Resistant TB) is gradually becoming something of an epidemic. MDR – TB is very hard to detect, especially in a developing nation like India with inadequate health facilities, explained Dr. Jawahar.

MDR – TB can be classified as any variant of TB that is resistant to two or more drugs and has no certain cure and less than 50% of all MDR – TB diagnosed cases can be successfully treated.

However, on the bright side, new curative programmes like DOTS Plus (Directly observed treatment, short course) that contains standardised treatment monitored over two years results in better a chance of survival.

Dr Jawahar stressed the need for better awareness at the community level.



Dr. Jawahar

## SRM to fund student initiatives of technical excellence

By A Spectrum Reporter

With a view to encouraging students to come up with creative and innovative ideas and transform them into projects of scientific and technical excellence having societal applications, SRM University has decided to fund student initiatives.

The students of different faculties of the University may identify good projects, discuss and associate a faculty member to overview the projects. Interested students may prepare the proposals and submit them to the Director (Research), SRM University on or before April 30<sup>th</sup>, 2009 through Head of the Department, Dean and the Director. The University will screen the applications and identify good projects for financial assistance.

## SRM-IEEE kick-starts events for 2009

By Nishtha Chopra & Menorca Chaturvedi

The SRM University chapter of the Institution of Electrical and Electronics Engineers (IEEE) recently kick-started its 2009 event calendar by enrolling 150 students as members and held its inaugural event for the year at the Kattankulathur campus. The inaugural event of SRM-IEEE, an institution that aims to connect people, was opened by Chief Guest Dr. S.Salivahanan, Chairman IEEE, Madras Section. The student chapter organised a series of technical events. Students Priyanka Chandra, Ankita Nayak and Trisha emerged winners during the Quiz that tested their general knowledge.





Manish



Taruna

## Bio-tech student gets national fellowship

By A Spectrum Reporter

Manish Krishna, a Year II Bio-technology student, has been selected under the Kishore Vaigyanik Protsahan Yojana (KVPY) programme, initiated by the Department of Science and Technology, Government of India. Under this fellowship programme he will get a monthly stipend of Rs. 7,000 till his pre-Ph.D level studies.

As many as 2,500 projects were submitted from all over India in the engineering stream, among which nine projects were sent from SRM University. Forty one candidates were short-listed for the selection process, which was conducted in IIT, Mumbai in January. Manish is one of the 23 KVPY scholars selected this year. He has also been short-listed for the Summer Mentoring Programme at IIT, Mumbai, where he will work with top scientists.

Manish's project is about *Extraction of bio-pesticide from weeds: A miracle for the*

*farmers.* He did the project with his classmate Taruna Khemchandani. Coming from an agriculture-based family, Manish once noted that the pests that affect the crop do not affect the weeds. So he did experiments with 19 types of weeds. He found out that when the weed extract is combined with cow's urine it gives a bio-pesticide. Manish says the pesticide leaves no residue and is eco-friendly.

KVPY is a national fellowship programme, which encourages students of basic sciences, engineering and medicine, to pursue research in their respective fields. This programme is funded by the Department of Science and Technology and jointly administered by the Indian Institute of Sciences, Bangalore, Indian Institute of Science Education & Research, Kolkata, Homi Bhabha Centre for Science Education, Mumbai, Indian Institute of Technology, Mumbai and Indian Council of Medical Research, New Delhi.

## IT dept launches website

By Richa Kumar

The department of Information Technology has launched a website – SRMIT.NET – for the students to share information regarding the department activities. The faculty members of the department had chosen 20 students to develop this website. The website was split into 10 modules and two students – one final year, one third year – were asked to take care of one module. The modules include forum, resources, news feed, designing of the website etc.

The website will feature e-books that are in demand, reading materials regarding the subject, lecture notes from the faculty that can be downloaded. Students will also know about upcoming seminars, workshops and exam time tables. There is even a page for registered users to write about themselves. The non-technical team would be responsible for collecting all the information and uploading it in the website.

There is a proposal for starting a new module for alumni. The website is open for all, and anyone can register and make good use of it.

# US varsity accords priority to research and e-learning

SRM Professors excited after visiting University of California under Faculty Abroad Programme

By A Spectrum Reporter

The University of California accords top position to research and the e-learning process, according to Dr. Malarvizhi, Head, Department of ECE and Dr. A. Vimala Juliet, Head, Department of ICE.

SRM University had recently sent the two Professors to the University of California under the Faculty Abroad Programme launched last year to improve their teaching skills, deepen their understanding of another culture, and share new curriculum and experiences in home, classrooms and laboratories upon their return with their colleagues.

Sharing their experiences at California with *Spectrum*, the two Professors said, "More emphasis is given to research in the universities in the United States than in India. Also the process of undertaking research is different there. After scholars select their areas of research, they assign their students specific research projects and ensure that their students come up with high quality results before getting their papers published." Referring to the concept of assignments, they said, "Assign-



Dr. Malarvizhi and Dr. Vimala Juliet.

ments make up a significant percentage of the final grade of the students. All communications are made online. They create a smart website for each subject where the user can post his notes, slides, and assignments. Students can then re-login to get all updates. All assignments are graded; good web links for the subjects are posted in return. It acts as the complete resource for that subject for a student. The student also uploads the assignment online once he is done with it." Though SRM is heading towards the right direction infrastructure wise, the

Professors feel that all classrooms must be converted into smart classrooms and more importantly, all faculties must prepare good slides to present in class while teaching. "It helps that we don't have to take much notes here as we can listen better. Each faculty member should be responsible for maintaining a website and updating it regularly."

Further focusing on the infrastructure, they said, "The complete library catalogue is accessible on the net from home and searching, renewing can be done from home."

## 'Adopt chaste life to prevent HIV/AIDS'

By A Spectrum Reporter

Outlining the history of AIDS, which originated in Africa, Dr. Paramasivam, the Professor of Medicine at the Chennai Medical College and Research Centre, SRM University, near Irungalur, in Trichy, recently observed that there was no cure for HIV/AIDS as of now.

"Hence, adopting a chaste life following the path explained by Bharathi, Elango, Kambar, and Thiruvalluvar was the key to prevention," he explained.

He was delivering a speech during the World AIDS Day functions that were jointly organised by CLINSY and the Department of Clinical Microbiology. As part of the celebrations, contests for staff

were conducted in events like slogan writing, poetry, poster presentation and group theme song. The aim of the events was to increase the awareness of HIV/AIDS among the rural illiterate.

Later, explaining the precautions to be taken while doing surgical procedures in cases of AIDS, Dr. Periyakaruppan, Department of Surgery, said that the world should create an AIDS free society by observing the universal precautions.

Giving out HIV/AIDS related statistics, Dr. P. M. Umesh Kumar, Associate Professor, Department of Microbiology, said the prevalence of the HIV/AIDS in the population stood at 0.36. "In the whole of India, Manipur tops with a prevalence of 1.67% and the prevalence in Tamil Nadu

was 0.39%. More males are infected compared to females (61 vs 39). At least 90% of the HIV infected was in the age group of 15-49 yrs. In India, among the people living with HIV/AIDS (PLHA), Andhra Pradesh topped with 22% and Tamil Nadu had 10%. More than one lakh HIV patients are being treated at ART centres all over India. In Tamil Nadu, 18 ART centres are functioning and at Trichy more than 1,200 patients have been receiving treatment at ART centres."

Explaining on the preventive measures, Dr. Umesh Kumar said volunteers should not donate blood if they have high risk behaviours. Others who participated in the function include Dr. Saigeetha, DGO, Dr. Manoharan, skin and VD specialist



# Management Fest held to enhance skills of students



Mr. Adesh Jain inaugurating the festival.

By Ruhi Jain

Students of NCR Business School recently won the first prize in the Visual Thrust event during the first management festival titled *Management Spark 09* held at the Modinagar Campus, Ghaziabad of SRM Institute of Management and Technology,

SRM University. In the Business Sprouts event, students of IPM, Ghaziabad, bagged the first prize.

Manthan, a student-run event management committee of the Department of Management Studies, organised the festival with the idea that good professionals can be made by developing creative skills

among students.

The Fest, which saw participation from various management institutions in New Delhi, had events like Business Sprouts, Deresearch Project, Drain -o- Brain, Mike-o - Prone, Adomania, Catch the Beats, Road Side Studio, Arbi-trager and Dare and Share.

While praising the efforts of

SRM University in enhancing the managerial skills of its students, Chief Guest of the valedictory function, Mr Umesh Kumar Modi, Chairman of the UK Modi Group of Companies, said that it was a privilege to have SRM University at Modinagar. He then distributed the prizes to the winners of the various events. Dr. N.K Sinha HOD, Department of Management Studies, commanded the efforts and enthusiasm of the following Manthan Committee members: Jhuma Dutt, Sagar Teotia, Anubhav Jain, Richa Prakash, Amit Kumar and Randhir Kapoor.

Earlier, inaugurating the management festival, Chief Guest Mr. Adesh Jain, Chairman, Indian Project Management Association, spoke about the importance of Time Management and some keys to success in life.

Others who attended the event included Dr. Manoj Kumar Pandey, Dean of SRM Institute of Management and Technology, Modinagar, Prof. Manik Shahni, Advisor, SRM University, and Dr. N.K Sinha.

## 6 students win prizes in C language

By A Spectrum Reporter

Six students, i.e. C S Joshi, Diwakar, Rana Ray, Shiv Dutt, Anurag Kumar, and Ramesh Tiwari, scored the maximum marks in an event called *Lets C*, which was based on C language for II and IV Semester students. The event was organised by the Department of MCA, SRM-Institute of Management and Technology, Modinagar, recently. The students were given a paper containing 20 questions and they were to answer in 20 minutes.



Answering questions.

## Quiz on Java language held

By A Spectrum Reporter

The Department of MCA, SRM-Institute of Management and Technology, Modinagar, recently organised a quiz on Java language called *Let's take a sip of Kawa* for Semester IV students.

Twenty questions were asked and the students had to answer them in 20 minutes and four students, i.e. Rohit Bohra, Diwakar Sharma, Rupam Sharma, and Dhananjay Singh, met the deadline.

## M'nagar Dean plans to recruit more faculty



Dr. Pandey

Armed with a doctorate in VLSI, this founder member of Micro electroni

cs and VLSI Society of India, Dr. Manoj Kumar Pandey, three months ago took over as the Dean of SRM Institute of Management and Technology, SRM University, NCR Modinagar Campus in Ghaziabad. Born and brought up in Nainital, Dr Pandey completed

his M.Sc. Electronics from Kumaon University and then went on to finish his M. Tech (Electronics and Communication) from IASE Rajasthan University and doctorate at University of Delhi. Taking time off from his busy schedule, he spoke to Ruhi Jain of Spectrum. Excerpts:

**Question: It's three months since you have taken over as the Dean, SRM - IMT, Modinagar Campus. What are your experiences?**

**Answer:** It was an eventful and a challenging period in my life. Efforts made have given fruits quantitatively and qualitatively.

**Q: What is your philosophy in life?**

**Ans:** My philosophy in life says that you are human and you can't always take right decisions but being indecisive is fatal than taking wrong decisions. Similarly, I also believe that one should work like a CEO and take decisions in the interest of C (Customer), E (Employee) and O (Owner). However, while taking decisions one should be impartial.

**Q. What are your plans for the Modinagar Campus?**

**Ans:** I plan to make all departments on the campus to be more responsive, responsible and independent, develop

more new labs; recruit more faculty and technical staff, create proper systems that include goal setting and plans to achieve, review and report every month. Every department/cell will prepare reports and develop proper documentation systems covering all activities during the academic year. I also, plan to encourage faculty and students to get external grants and funds for project implementations. Further, there will be a structured implementation of value added courses like English Improvement Course offered by the British Council, and Faculty Development programmes.

## New courses in Modinagar campus

By Ruhi Jain

The Modinagar campus of SRM University is planning to start new courses in the engineering stream from the next academic year. Speak-

ing to *Spectrum* on the 13<sup>th</sup> Founder's Day that was held recently, Dr Manoj Kumar Pandey, Dean, SRM-Institute of Management and Technology, Modinagar, said, "The new courses are mechanical

engineering, civil engineering, electrical and electronics engineering, and B.Sc. in hotel management and catering technology."

Earlier, the chief guest of the Founder's Day function, Dr.

Anil Kumar Pandey, Circle Officer, Modinagar, awarded degree certificates to the students and emphasised that students should be more concerned about environment safety, character building and hard work. Brij Mohan Singh Rathore, Tahsildar, Modinagar, S Vishwanathan,

Administrative Officer, SRM University (Modinagar), Prof. N.K Sinha, HoD of Management Studies, Dr. R.P. Mahapatra, HoD of Computer Science and Engineering, Dr. S. Qamar, HoD of Information Technology, and Dr. Ranjana Dubey, HoD of Science and Humanities, were present.



## ‘Irungalur Diary’ of SRM’s Trichy hospital released

By Dr. Umesh Kumar

Dr. C. Ramachandran, Dean of the Chennai Medical College Hospital & Research Centre (CMCH & RC), released the 1<sup>st</sup> volume of “Irungalur Diary” of the CMCH Clinical society at its third meeting on its campus in Irungalur, Trichy, recently. The first copy was received by Dr. Priya Banthavi, Assistant Professor (Pathology). The Dean had a word of praise for the editorial board and thanked all the doctors for their excellent cooperation in making things happen at CMCH, a recent addition to the SRM group of educational institutions.

The Dean made a presentation on the “MCI requirements”, documents to be submitted, each with a sample copy. He announced that CLINSY would conduct two events every month during 2009. One would be a CME programme in which a topic is dealt with elaborately; and the other, regular case presentations.

The Clinical society ‘CLINSY’ was formed to provide a platform for clinical discussions on the diagnosis and management of interesting cases in the hospital. The society would also enable senior professors share their experiences with junior doctors.

After the launch of ‘Irungalur Diary’, there were clinical presentations. Dr. R. Lenin, Junior Resident (Medicine) spoke on scorpion stings. Dr. R. Gunasekaran, Professor of Medicine, clarified queries raised by the audience. Dr. C. Nagarajan, Professor and Head, Department of Paediatrics, shared his valuable experience on scorpion sting in the paediatric population.

Dr. R. Parthasarathy, Assistant Professor (Surgery)

presented a case (with intra-operative photographs) of an Epididymal cyst that was surgically removed in the hospital. Dr. R. M. Natarajan, Professor and Head, Department of General Surgery, gave his remarks after the presentation. Dr. G. Nirmal Raj, Assistant Professor, spoke on “Diaphysal achlasias” and presented a case report from the Department of Orthopedics. Dr. Francis Xavier, Senior Resident Psychiatry outlined the measures to be adopted for a stress-free life in a humorous presentation.

Dr. Saradha, president of the society, welcomed the gathering.

### A note on the hospital

The three pillars of the CMCH & RC are health services for the patients at affordable cost, quality medical education for the students and medical research for the community as a whole.

The hospital is located on the national highway at Irungalur Village on the outskirts of Trichy. The hospital started functioning from March 2008 and immensely benefits the rural poor by providing free medical services. Transport to the hospital and back has also been provided for select villages around Irungalur to help the old and sick patients. The hospital functions 24 x 7 and has three ambulances. On an average the hospital receives 600-700 out patients everyday.

The various departments include Medicine, Surgery, Pediatrics, Orthopedics, Obstetrics & Gynecology, ENT, Ophthalmology, Psychiatry, Skin & STD and Anesthesiology. Support services include Laboratory, Radiology, Physiotherapy, Blood bank and Pharmacy.



Students from various American universities on a visit to Easwari Engineering College enthralled the students and faculty of Easwari College, Ramapuram with Mobile Interactive Computer Ensemble [MICE] and joint community project as part of the “Semester-at-sea” university programme.

## US students’ musical extravaganza enthral audience at Easwari College

By Mark Nathan

About 75 students from various American universities recently enthralled the students and faculty of the Easwari Engineering College, Ramapuram as part of the “Semester-at-Sea Programme”.

On a visit to Chennai, the students reached the city on board the *M V Explorer*, docked at Chennai Port. They took off time to visit the SRM Campus at Ramapuram, housing the Easwari Engineering College, and conducted a musical extravaganza “Mobile Interactive Computer Ensemble” (MICE) and enthralled the audience.

This was a unique programme developed by Dr. Burtner, Professor, University of Virginia, USA. Concurrently, a community development project was jointly undertaken by the visiting American students at Government High School, Ramapuram, in which NSS,

Youth Red Cross and Rotary student members of the college and other SRM institutions participated. The students wound up their visit by cleaning and painting the school premises.

As part of the “Semester-at-sea Programme”, being organised once in every six months, more than 500 students from various American universities undertake full semester programme on the ship, visit colleges in different countries, with an aim to interact, appreciate and learn about diverse cultures and education systems.

Easwari Engineering College has been consecutively identified for more than 12 times, as the partner at Chennai for such interactive semester programme of more than 100 American universities, thanks to the consistent rhythm and the enthusiastic participation of the students and faculty members of the college.

## English lab opened

By A Spectrum Reporter

An English Communication Skills Laboratory was recently inaugurated in the Department of English and Other Foreign Languages, Faculty of Engineering and Technology, Ramapuram. The laboratory is first of its kind where students can not only utilise the language software but can also enhance their spoken language skills.



Students at the lab.



Krishna Chaitanya

## Krishna Chaitanya’s bid to enter Limca book of records

By Aditya Kesanupalli

In an attempt to enter into the Limca book of World records, Bysani Krishna Chaitanya, a student pursuing his Year I in Electronics and Communication Engineering

at SRM University, Ramapuram campus, created a one of its kind miniature Ganesh idol measuring only 0.2mm.

Krishna Chaitanya, who hails from Hyderabad, had prepared this microscopic masterpiece with clay as the

sole ingredient in just 40 seconds.

He claims to have learnt this miniature art when he was in class three and had so far @created over 1000 such miniatures. He has also prepared an entire calendar

on a single sheet of paper which covers over one lakh years, dating from 1700 AD to 1,10,900 AD. The calendar has been made with the dates and years dependent entirely on mathematical algorithm.



# SRM UNIVERSITY

RANKED AS THE BEST MULTI-DISCIPLINARY UNIVERSITY  
IN EDUCATION TIMES - GfK MODE SURVEY 2009.

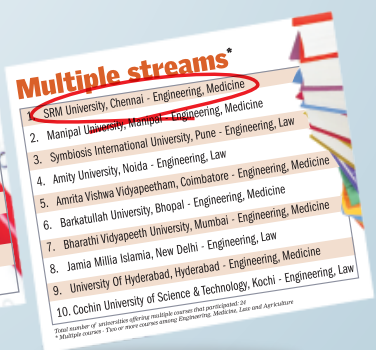
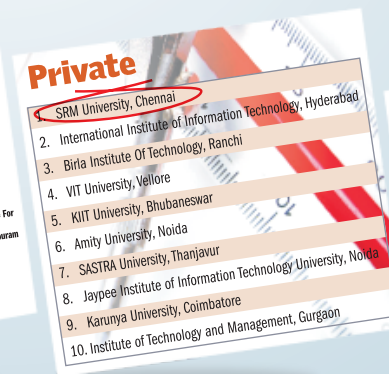
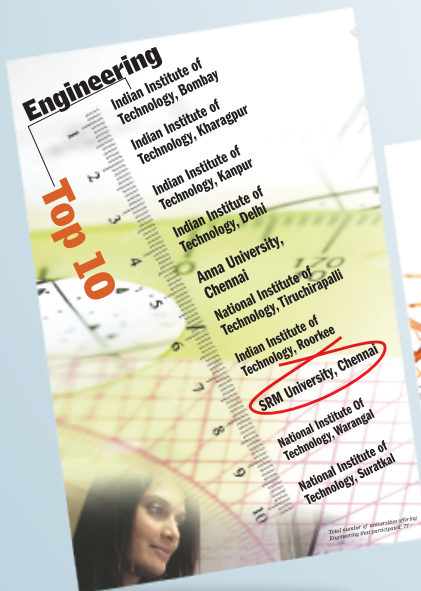
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There are only two words that fit such a momentous occasion. Thank you. We are extremely grateful to all students, parents, teachers and alumni for being such an integral part of this achievement. It has always been our endeavour to provide cutting-edge curriculum, international faculty and world-class facilities at SRM University. This is a reflection of your appreciation of our efforts. **It's the faith you have reposed in us.**

## RANKING OF INDIAN UNIVERSITIES

An Education Times - GfK - Mode Study



- Ranked No.1 Private Engineering University in India
- Ranked No.8 among Top 10 Engineering Universities in India  
(the only Private University to be listed along with the IITs and NITs)
- Ranked No.8 among Top 10 Medical Universities in India
- Ranked No.1 Multiple Streams (Engineering and Medicine) University in India

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

ENGINEERING • MEDICINE • MANAGEMENT • SCIENCE AND HUMANITIES



## Chancellor says ...



It is indeed a source of great pride that the SRM University has come out with flying colours in a national survey conducted by the *Education Times of The Times of India* in conjunction with the GfK Mode. The survey ranked the University at the very top under multiple streams category (engineering, medicine, law and agriculture).

We are No. 1 as a private university in engineering in India. We are also ranked in Top Ten universities in India, in the disciplines of engineering and medicine along with institutions of repute like the IITs, NITs, Anna University and the All India Institute of Medical Science.

We have been ranked on the basis of parameters like general information and the size of the University, student community, faculty resources, academics, facilities, international exposure, career opportunities, infrastructure, and social and environmental responsibilities.

We have always aspired for the best. To excel is almost becoming a habit with us.

I congratulate one and all for this honour bestowed upon our University. My special appreciation is reserved for our bright and brilliant students, our committed and vibrant faculty - fully dedicated for the institution's development - and all others who have been a great source of inspiration.

## Pro-Chancellor says ...

I am delighted that the SRM University has come away with top honours in a pioneering national survey of educational institutions especially as it relates to engineering and medicine.

Without a doubt, the academic and intellectual standing of the University reflects the width and depth of the faculty, the motivation of students, the commitment of the support staff and the strong backing of our alumni.

In taking pride of where we stand, this is also an occasion to reflect on the larger objectives of education at our University, which is in the process of turning out responsible graduates who are also well versed about the challenges and the surrounding environment.

My greetings to all on this wonderful occasion.



## Vice Chancellor says ...



I am delighted that the SRM University has scaled new and significant heights in a pioneering national survey that has placed us as the No 1 private university with our faculties of engineering and medicine coming away at the top position in multiple streams.

The achievements are indeed a source of joy and strength to our institution that has placed a very high premium on not only academic and intellectual rigour but also on the fuller development of a student.

The fact that our University is in a premier position speaks well of the faculty, the student community, the support staff, the alumni and those within the institution and outside who continue to back us. At the same time this is also the occasion to sit back and see how we can scale even greater heights.

Congratulations to all on this achievement.

## Pro-Vice Chancellor says ...

I feel very happy and proud to be a part of SRM University because we achieved our goal in making this institution No. 1 in the country. In order to maintain the position, the University should continue to select students on merit basis, give them more exposure and recognise and support their talent.

**Dr. T. P. Ganesan**  
*Pro Vice-Chancellor*





By Dr. S. Krishnaswami

In what is being billed as a "Rank of Honour", a survey of Indian universities has placed the SRM University near Chennai First in Multiple Streams (Engineering and Medicine), first as a private university for engineering; and in the third position for the School of Medicine in the same category.

Nationally, in the field of engineering, the SRM University is in the eighth place but ranked third in South India and for medicine the University is positioned eighth nationally and placed fifth in South India.

The survey by the *Education Times* of *The Times of India* in conjunction with the GfK Mode started in January 2009 and ended in March with 136 universities participating in the survey. The geographic breakdown of the universities that participated shows 35 per cent from the North, 32 per cent for the South with the western and the eastern regions accounting for 19 per cent and 14 per cent respectively.

The extensiveness and intensiveness of the survey is reflected in the fact that the universities surveyed were seen as *centres of excellence* that are "simmering with quality education, state of the art infrastructure, significant student communities, excel-

lent faculty and an array of facilities."

And there have been important components that have gone into the ranking parameters - general information and size of the university, student community, faculty resources, academics, facilities, international exposure, career opportunities, infrastructure and social and environmental responsibilities.

Those within the campuses and outside who are familiar with the philosophy of the SRM will not hesitate to concede that it is not very surprising that the University came out with flying colours in the pioneering survey given the emphasis the top management has been placing on not only the academic and intellectual rigour of the faculty and staff but also on an emphasis on the totality of education.

Even the competition will acknowledge - albeit grudgingly - that SRM University is a forward-looking institution that fits the bill in every one of the ranking parameters of the survey, be it faculty, resources, infrastructure and responsibilities. Anchored in very humble beginnings, the University has not lost track

the present activities; improve upon them along with introducing innovative and creative programmes.

**Dr. R. Balasubramanian**  
*Director, Faculty of S&H*

I feel like I have been given the Oscar award. The whole SRM team feels extremely happy for this ranking, which is a reflection of the University's contribution to education and society. I am proud to say that this is an outcome of SRM team work.

**Dr. R Narayana Rao**  
*Director - Research*

I am proud to be associated with SRM University ranked as No 1 among private engineering colleges in India. The vision of our Chancellor

of the fundamental message of its founding and current Chairman and Chancellor, Mr. T R Pachamuthu, who started the SRM Group with the Florence Nightingale Primary School in 1968.

"Students today are competing in a rapidly changing world. Simply covering the curriculum alone is not enough. At SRM University we equip our students with both a first rate education and necessary skill sets to ensure that they stand out in today's world," is the essence of his constant reminder to the student-faculty community.

#### Infrastructure

Boasting of a student population of about 30,000 in its campuses and drawn from all parts of India and from several continents of the world, if SRM University came out in a pre-eminent position in the national survey, some of it has to do with infrastructural facilities as well - a main campus at Kattankulathur with a built up area of about 6 million square feet that includes a three-star hotel, a state of the art auditorium for a seating capacity of nearly 4000, modern lecture halls including 'smart classrooms' and a Wi-

combined with efforts of the management and the creative and innovative potential of the students of SRM University has resulted in this great achievement. However, getting to the top is a great challenge, and now SRM University will have to strive to continue to be at the top!

**Dr. D Nagabrahmam**  
*Director - O & F-D*

Indeed it is timely and of great importance and this is no mean achievement. This is a result largely due to the Chancellor and his ability to continually invest in the infrastructure and faculty. The Chancellor is SRM's visionary and the Vice Chancellor adds the quality element in implementation. Its wonderful to be part of the SRM family and feels finally SRM University has received its due.

Fi enabled campus.

#### Support services

The infrastructure is further augmented by a fleet of over 70 buses that bring the students from the different parts of Chennai to the main campus, an excellent medical facility on campus to attend to not only the student and faculty population but generally seen as a source of excellence and strength to the neighbouring communities and beyond.

#### Dynamics of an intellectual environment

Intellectually one of the major attractions of the SRM 'brand name' is the insistence on keeping up with the dynamics of a changing academic environment - a constantly evolving syllabus in tune with international standards, home to a faculty of nearly 3000 members drawn from the highest centres of learning and research in India and abroad, the Semester Abroad Programmes in the United States and Europe, not to forget collaborative programmes in all disciplines internationally. For instance, SAP students are in top universities in the United States like MIT, Carnegie Mellon and the different cam-

puses of the University of California system. And what is not uncommon either in the campuses is the presence of foreign professors from different parts of the world sharing their expertise.

#### Placement

Arriving on the job scene towards the end of an academic career can be a daunting task to many. But with a first rate Career Guidance Centre and a Placement Cell that constantly keeps its ear to the ground on the evolving challenges of the jobs environment, SRM graduates find ready acceptance in top Indian and foreign firms, and needless to say the tightly bonded Alumni community goes its distance in networking.

#### Scholarships and Fellowships

SRM takes pride in the fact that it is ready to assist not only the bright and meritorious but also those students who may be in need of financial assistance. In 2008-09, for example, Rs 6 crore in various forms of assistance helped the student community not to forget the facilitation of student loans with top banking institutions. But, the accent on education at SRM goes beyond a paper degree. It is in a commitment to come to terms with the social and developmental imperatives of India and this is why the University is a cut above the rest!

## University officials say . . .

**Dr. N. Sethuraman**  
*Registrar*

We are very happy. It is because of team work that we have been ranked No. 1. The contribution by the management towards infrastructure is excellent. Definitely our students and faculty and non-teaching staff will do their best to help the University retain its No. 1 position in the years to come. As Registrar, I seek the support of all the employees to fulfil SRM's mission.

**Dr.P.K.A.Muniswaran**  
*Director - E & T*

The credit goes to the Vice-Chancellor. The leadership and dynamism of the Vice-Chancellor is the reason behind the success. The University should sustain doing all

**Ms. Anuradha Parakkat**  
*Director - CA & SM*

The feel factor to being part of this achievement is just great. SRM University being such a vast multi-disciplinary University deserves this ranking. This triumph is due to multiple efforts of the management, faculty and the students. SRM continue to excel excel excel!

**Prof. R.Venkatramani**  
*Director - CA & Sports*

It is a very proud moment for all of us and I am extremely delighted that SRM stood first. The Chancellor's vision was mainly responsible for the success. To retain the position, the University should satisfy the students and make them happy as they are the ultimate consumers and products of the services.

**Dr C Muthamizhchelvan**  
*Associate Director - E & T*

Delighted to know that SRM University has been ranked as No. 1 private university in engineering and multi-functional category. I am proud to be a part of SRM family.

**Dr. Chandraprabha**  
*Associate Director Para-M*

To maintain this achievement the University cannot rest at any point because we still have a long way to go.

**Dr K. Ramasamy**  
*Dean, SBE*

It is our responsibility to retain this coveted position. The devotion from people like Chancellor and Vice Chancellor will bring more laurels to this institution.



Officials say . . .

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**Dr A.N Parameswaran**  
*Dean, IIIC*

It is very joyful to be a part of this No. 1 ranked University. Fundamentals are the key. This achievement was brought by strong fundamentals in the functioning of the University and can be maintained by focusing more on it.

**Dr. Kasmir Raja**  
*Dean - Research*

I am very proud and believed that it was the effort of both the Chancellor, as he provides the proper infrastructure, and of the students and faculty. Teaching methods should now scale new heights.

**Dr. K. S. Lakshmi**  
*Principal - Pharmacy*  
You can dream, but it comes

true only when efforts are made. To maintain this state the University should provide quality in what ever it does.

**Dr. James Pandian**  
*Dean - SRM Medical College and Research Centre*

I am satisfied with the engineering stream's achievement and I am working towards achieving the same in medical stream too.

facilities (smart classes, labs, library, buildings (parks)), dedicated faculty with good experience, international initiatives in diversified fields, credit-based curriculum, encouragement for sports and extracurricular activities and many more. Thanks for the support.

**Sunil Gupta** , *Harvard, USA*

Excellent news. Congratulations!!

**Michael E. Lawson**  
*S. A. Dean, BU, USA*

Greetings. Congratulations on your exceptional ranking results.

**Rajeev Gupta**  
*Managing Director, Mumbai*

Congratulations. A Great Achievement indeed!

**Subir Chaki**  
*Parent & President*

I was thrilled at seeing the rating in the *Times of India*! I must tell you that I have shared this information with pride with several of my friends in the industry and in my social circles. It is indeed great to see SRM taking the initiative to propagate its true position in the academic field through the press. I am quite certain that you and your office have taken a lead role in this activity. This is so much required not only to attract the best of talents in the country but also to let the industry be aware of SRM University's standing - especially in this period of recession where job opportunities are limited.

**Raghuraman, P**  
*D-Consumer PSG, HP*

This is fantastic news! Congratulations! Wishing you more success in the future.

Alumni Speaks

**G. Dinesh**  
*(1987 - 1991 Civil)*  
*Asst. Vice President*  
*IL&FS Clusters, Chennai*

Congratulations. It was not at all a surprise to see the survey results, only that today the world has also come to know about it. I am very sure that with such a committed management and staff and the way the college has grown both on the infrastructure and academics front, time is not far off to see SRM in the first row of all such surveys. Proud to be an SRM Alumni. Keep it up.

**Narendran**  
*(Mechanical Engg -1989)*  
*RealNetworks Inc., Seattle*

My heart fills with pride when I see where SRM stands now from its humble beginnings when it seemed it was in the middle of nowhere. As a student of the first batch (1989) we didn't have much to enjoy but for the very good staff who were like friends who put in extra time and effort for us to complete the syllabus in half the time (1st year) and the good infrastructure. Now when I see where we and SRM are it shows that everything which succeeds is a result of hard work and never giving up. Just the Alumni would speak for the efforts that are put in to bring out the best from the students in SRM. Many colleges were started alongside SRM but none shines so bright.

**Muthu Ramadoss**  
*1993 Mech*  
*CEO, Intellibitz Technologies*

SRM topping the list in the private universities across India is fantastic and highly commendable. I saw this in *The Hindu* and was elated as an alumni seeing SRM top almost everything and to know SRM is the No 1 University for multiple streams in India. I'm proud to be an SRM alumnus, given the huge strides SRM University is making in the field of education currently. I saw first-hand the huge academic progress and infrastructural development SRM is making during our alumni meet last year, and I wish SRM all the very best and am very happy to be an SRM alumnus now more than ever. The report only asserts what we have known all along: SRM University is 'the best' for college academics in India. Period. Let's keep it that way for many years more to come. Time to celebrate. Cheers!

**Dr. Srin Ramaswamy**  
*1989 CSE*  
*Prof. University of Arkansas*

Congratulations! Indeed! The hard work of the administration, staff and teachers are showing in these independent national reports. Being students of the first batch, this makes us feel very proud of the progress SRM has made in such a short time. I deeply appreciate the untiring work of everyone involved.

International Advisory Board Members, Corporate Advisory Board Members, International Professors and Well-wishers

**Rohan Abeyaratne**  
*Director Prof. Mechanics*  
*MIT Singapore*

Wonderful news! Congratulations to everyone at SRM especially the VC for his leadership and vision.

**Stacey**  
*University of Berkeley, USA*

Congratulations. This is a fantastic accomplishment, very impressive. All the Best!

**Dr. Lee Loke Chong**  
*ED SIMTECH, Singapore*

Good to see that SRM University is making such rapid progress. With the single-mindedness of the senior management to lay a solid foundation and set clear goals to forge ahead, I am sure that SRM University will continue to advance her standing not only within India but also in the international academic and research communities. Best wishes to the management and the staff of SRM University for continued success.

**Raghav**  
*SUNNY Buffalo, USA*

Hearty Congrats!!

**Alex**  
*Syracuse University, USA*

Congratulations, that is a great honor and a worthy one - given all your hard work.

**K. Ramesh**  
*Co-Director - M S University*

Congratulations. Terrific!

**Wai**  
*MIT, USA*

Congratulations!

**K. Sivakumar**  
*Professor of Marketing, USA*

This is great news! Hearty congratulations. Best regards.

**Balachandra**  
*Northeastern University, USA*

It is great news, indeed! Congratulations on achieving the high ranking. I have forwarded this info to our provost and dean.

**Dr. K. R. S. Murthy**  
*Ex. Director of IIMB*

I am very glad to note the ranking SRM has received in the *Time of India* survey of various universities. I congratulate you and all others who have contributed to this ranking 2of SRM.

**P. R. Krishnan**  
*VP, Tata C Services*

Congratulations! This is indeed a commendable achievement.

**T. M. Natarajan**  
*Vice President, Hexaware*

Congratulations to you and your team! I am extremely happy to hear this. I am sure the whole university must be feeling very proud. It is a well deserved recognition!

**Vikram.Shah**  
*CEO, NETAPP*

Congratulations! A great achievement.

**Srikant, CEO - CSM**

Good news indeed.

**Rajeev Narang**  
*Associate VP, SRF Limited*

Hearty Congratulations! This would not have been possible without your able guidance and tireless efforts towards the University and society as a whole. Please let me know if I can be of any help to such a noble cause at any point of time.

**Dr. K. Mohan**  
*Senior Director-IT and LRC*

Congrats! I am happy to see the growth of SRM every year. SRM is fortunate to have a person like you to take this University to greater heights.

**Karthik, USA**

Congrats on the outstanding achievement!

**Aravind**  
*CEO, CISCO*

Congrats. A great achievement indeed!

**Arjun Nalapatt**  
*JWT*

Moments like this fill our hearts with great pride. A closer look at where SRM is placed in India today makes the occasion even more momentous. I'm sure everyone at SRM University is walking with their head held high. And the dream of being amongst the world's top universities seems even more achievable. Congratulations to you all.

**Jayaram Rangan**  
*Managing Director, Fichtner*

I am delighted to receive your e-mail regarding SRM's ranking by The Times of India Survey. Kindly convey my hearty congratulations to Prof. Sathyanarayanan and other officials concerned.

**Andrea Shirley**  
*UWM, USA*

I also saw the news . . . was feeling really proud of the achievement . . .

**S.S.Sridhar**  
*Professor, SRM University*

It was great to hear and see our University being ranked No.1 in India. We feel really proud and excited to work in this prestigious Institution. I think no one can challenge us in the following parameters:



# Students speak on the ranking ...

The University has a great faculty and is relatively cheaper to study here when compared to other cities in India - **Zhang Monga**, Chinese student pursuing his English Foundation course.

I am proud to be in SRM, the No. 1 University in the country and would love to say this is like my home now. - **Harendar**, a Sri Lankan student studying B.Sc Computer Science Year I.

Good! - **Floraine**, a French exchange student studying Electronics and Instrumentation Engineering

I am very proud to be studying in SRM University. When I joined SRM University, it wasn't that well heard of and now it has gone up to 1<sup>st</sup> rank. The faculty and management are very helpful. In terms of placement, it needs to work harder. - **Anupam Raj**, EEE Year III.

With this ranking, I and any other student feel happy to be studying in SRM University and hope that it stays at No. 1 for many years to come! - **Rajeev**, ICE Year II.

This puts SRM University at par with the IIT's of our nation and for this reason we all have reason to be proud of our institution. The management with their investment in infrastructure and faculty has contributed to this! - **Nitish**, EIE Year II.

Through this achievement the University got a nation-wide recognition, which is good. - **Nabamalika Banerjee**, B.Tech.

The University should now provide more facilities for the students. The student-teacher ratio should be reduced so that the teacher can give the required personal attention to the students. - **Anindya Mukherjee**, B.Tech (Mechanical) Year IV.

I feel really proud to be part of the University that is now No. 1. The University should now strive to raise its quality levels in teaching and placements. - **Abhiram**, B.Tech (CSE) Year I.

I am proud and thrilled about this achievement. The credit should go to the team work behind the whole success of the University. To improve the status of the medical sector more staff should be enrolled and a greater cosmopolitan crowd should be present in the University - **Ekta Agarwal** - MBBS Year II.

## Lecture on Isha Yoga held

By A Spectrum Reporter

The Fourth Dimension, the English Association of the Faculty of Engineering and Technology, SRM University, Ramapuram recently organised a guest lecture on *Isha Yoga - Inner Engineering*. The lecture was delivered by Mr. Vinod Hari, a volunteer from ISHA Foundation, Chennai.

# Chennai Times picks Mr. and Ms. SRM

By A Spectrum Reporter

Sumitra N., a first year Electronics and Communication Engineering student in the Ramapuram campus and Neeraj, a first year Visual Communication student in the Kattankulathur campus have been selected as Ms. and Mr. SRM respectively by the *Chennai Times*.

The event was conducted in SRM University, Kattankulathur, as part of the Mr. and Ms. Chennai Times contest. It is being conducted across all top colleges in the city.

As many as 50 students from various departments participated in the preliminary round. The judges tested participants' skills and self-

confidence. Sumitra described herself as conservative as well as modern. Conservative as she learns carnatic music and likes to dress in a simple manner and modern as she loves rock music and wants to pursue her goals abroad. Sumitra also grabbed the judges attention by singing Kelly Clarkson's popular number "Breakaway".

In the final round two different questions were asked to the boys and girls, which had to be answered within two minutes. The question given to the girls was, "If we say that ignorance is bliss, then why do we say that knowledge is power?"

Sumitra's answer was "Ignorance is bliss because if you don't know

something, it cannot hurt you. Moreover, it is easy to support something blindly than to go deep into it. But, knowledge is power. A hunger to understand and appreciate the facts behind everything is stupendous. The ability to judge the right from the wrong comes only with the growth of knowledge."

The judges – actor Ganesh Venkatraman and editors from *Chennai Times* – were impressed by Sumitra's spontaneity and public speaking skills. Both Sumitra and Neeraj will participate in the final round of the Mr. and Ms. Chennai Times contest, which will be held soon. To vote for them visit [www.ctoncampus.com](http://www.ctoncampus.com)

# SRM's Miami Heat sets the ramp on fire

By Aparna Nair & Tirthankar Jana

'Fashion' can be used as the synonym for glamour, beauty and style. Fashion is a sort of a communal art through which a culture examines its notions of beauty and goodness. One of the biggest highlights of this year's edition of *Milan 09* was the fashion show and the group that set the ramp on fire was none other than our own SRM team named Miami Heat, comprising 20 models.

Coming second at *Milan 09* was, however, just the beginning. They managed to grab the attention of the audience. Stunning models, great

costumes, props and wonderful themes like Breezy Beach, Gothic World and *kalpanaon ki udaan*.

Later, they grabbed the first prize in a show organised by the MIT, Chennai. Then, Manipal came calling. The stewardship of Shomudro Chaudhury (Year III, Mechanical) and Manish Jha (Year III Bio-Tech) was the best. Miami Heat struck luck again coming third at the Manipal show.

They showcased their beach theme with vibrant costumes and props while dark, eroticised styling of dress personified the Gothic World. The theme *kalpanon ki udaaan* was based on the symbiotic relationships

between various aspects of life. Ten teams had participated in the show. Kaushalya, a Year I, EEE student of SRM and one of the models, said, "It was a great event and we are very proud of our performance." Tariq Aslam, Year II ECE student, echoes his colleague's views and said, "We worked very hard and left no stones unturned. The morale of the group was outstanding. The coordinators were very encouraging. The management gave us their full backing. We are looking forward to having more shows in the future."

Jaya TV recently invited 10 members of the team for one of its shows.

# SRM Hospital equipped to treat chicken pox

By Trisha Anand

SRM Hospital treated at least 130 students suffering with chicken pox, a viral infection known as *varicella zoster* (HZV), between January 1, 2007 and March 10, 2009, according to hospital sources.

SRM Hospital has 20 beds in the isolation ward. When the need arises more beds can be arranged for the in-patients, the hospital doctors said.

The hospital provides high quality

medicare to the students. Students get bed and hygienic food for free. Nurses are available 24x7. Doctors are well qualified and trained.

In 2007, 24 students were admitted with this complaint. The number increased to 92 in 2008. This year, so far, the hospital recorded 14 cases of chicken pox in the first two months. Of the 14, two were males and 12 were females.

Explaining the symptoms of chicken pox, Dr. V. Rajgopalan, Head of the Department of Dermatology, SRM Hospital, said, "People affected with chicken pox get red spots/blisters all over the body, concentrated mainly over the chest, back, face and head. The blisters have a burning sensation and even get itchy. It takes

2-3 weeks to get cured fully. The earliest symptoms are sore throat, cold, cough, feverishness, and body pain. It may take a day or two for blisters to show up."

Dr Rajgopalan also said, "The warning symbol is development of lesions over the face and head. However, some people may get infected even without these symptoms."

Other doctors at the hospital opine that if one feels doubtful, one should visit the hospital for diagnosis. If diagnosed with chicken pox, 10 days of rest and isolation are necessary. Lot of fluids and bland diet are advised. Hot and spicy food should be avoided. Dr. Pushpa advises a bath from the third day onwards to wash off bacteria. Lesions must not be ruptured as it may lead to further infection. Since 'Prevention is better than cure', students should be screened for rashes of any nature, Dr Pushpa explained.





## Architects drawing up plans for indoor stadium

By Debleena Chatterjee & Utkarsh Singh

Architects are drawing up plans for SRM University's Rs 10 crore 5000-seater international indoor stadium to come up on a 1.6 lakh sft plot opposite the SRM Dental College in Kattankulathur, according to Prof. R Venkatramani, Director for Campus Administration and Sports.

Speaking to *Spectrum*, the Director said the University, which is planning to construct the stadium on its own, desires to train upcoming sports stars at national and international levels in basket ball, shuttle badminton, tennis, hand ball, table tennis, and snooker, apart from chess and caroms. He also said that the height of the stadium is expected to be 18 metres with a play area of 28 x 50 metres. "We plan to provide locker rooms for visiting and home teams, pantry service for 75 sportspersons, medical and anti-doping centre, a media room where commentary will be delivered and interviews can take place. In addition, players will get five dormitories, 22 rooms in three levels, and there will be rooms for coaches and support staff," announced the Director, and added that "we plan to create a 30-seater VIP dais in the first level."



Land near Dental College earmarked for indoor stadium.

## SRM come 2nd in Mumbai cricket championship

By A Spectrum Reporter

SRM University finished runner-up in the all-India inter-university cricket championship for men organized by the Mumbai University in Mumbai recently. Playing against the hosts in the final, SRM had to chase a total of 451 runs. The team managed only 198 runs for 9 wickets despite good knocks by K.B. Arun Karthik (58 runs) K. Shri Vasudeva Dass (43) and C.S. Santhosh (28).

On way to the final, the SRM team trounced Calcutta University by 74 runs in the quarters and Delhi University by 6 wickets in the semi-finals. A



Chancellor with the SRM cricket team.

century by B. Vijay Rahul and half-centuries by J. Prashant and K.B. Arun Karthik helped the team beat Calcutta University. In the match against

Delhi University, the SRM team bundled out their rivals for 64 runs.

J. Koushik did most of the

demolishing taking 4 for 11. K.B. Arun Karthik's 32 helped the team score 66 for 4 in 12 overs to win a creditable victory.



By Anuj Srivas

*Aishwarya, a Year II MBA student, has been playing Ball Badminton since 10<sup>th</sup> Standard. From her school days, starting with school tournaments, and continuing to the Nationals while doing her MBA, Aishwarya has indeed shone in the field of ball badminton. Spectrum Reporter Anuj Srivas gets a close up with SRM's talented ball badminton player. Ex-*

## Ball Badminton? It is Aishwarya!

*cerpts from the interview:*

**Question:** So how long have you been playing Ball Badminton? What inspired you to take it up?

**Answer:** Well, I've been playing since the age of 16, when I was in 10<sup>th</sup> standard. I've always admired Ball Badminton for the intense teamwork and coordination that is involved.

**Q:** Tell us a bit about the journey you went through to get where you are today?

**Ans:** Hmm, after completing my SSLC and HSC from Lady Sivaswami Girls

School, I went on to do my B.Com at M.O.P Vaishnav College, where I represented Tamil Nadu in the Junior National Ball Badminton Championship held at Goa. After that, there was no turning back; I went on to represent Tamil Nadu in the Senior National Ball Badminton Championship held at Latur in Maharashtra (3<sup>rd</sup> place) and also in the South Zone tournament at Pondicherry (2<sup>nd</sup> place). I got selected for the Indian team, and I represented India in the first Asian Ball Badminton championship for Men & Women held at Amritsar on October 5<sup>th</sup> – 8<sup>th</sup>. The teams that partici-

pated were India, Pakistan, Afghanistan, Bhutan, etc. India won the championship by beating Pakistan in the finals with points 29-19, 29-10 in the women's section.

**Q:** What is the most exciting thing you enjoy about playing Ball Badminton? What inspires you to work harder?

**Ans:** The team aspect of Ball Badminton has always fascinated me. Each team is only as good as its coordination; this holds true for all sports but more so for Ball Badminton, in which depending on a team mate can closely determine the outcome of a match. I work

harder at the game because a true sportsman can never be perfect, and I want to win the Asian Ball Badminton Championship again next year!

**Q:** What is unique about the SRM Ball Badminton team? Tell us about your recent win (2<sup>nd</sup> place) in the SRM All India University Tournament.

**Ans:** The SRM women Ball Badminton team excels in teamwork. All of us trust each other, on and off the court, and playing with the rest of the girls feels very natural. Our team spirit sets us apart from any other team, which helps us win matches.



## Arts College triumphs again in badminton at Vellore meet

By Prashanti Ganesh

Four years in a row, SRM Arts & Science College has been dominating in the badminton and chess events at the Riviera international sports tournament organised by Vellore Institute of Technology recently.

In badminton, the college team comprising Subramani, Sathish, Md Jameer and Sivamurugan beat Madras School of Social Work (2-0), Kumaraguru Engineering College (2-1), SSN Engineering College (2-0) and the Rajiv Gandhi University (2-0) in that order.

In the chess event, the college team comprising Ranjith, T.R. Shanmuganathan, A. Arun, Harini and Maheshwaran tied with SSN Engineering College with a tally of 17.5 points but were declared winners on account of better progressive score. Loyola finished third with 13 points and VIT came fourth with 12.5 points.



SRM chess players and physical directors with World Chess champ Viswanathan Anand.

## SRM gets silver in international chess meet

By A Spectrum Reporter

The SRM University chess team defeated the defending champion Far Eastern University of the Philippines to take the silver in the Rakan Muda GACC International Inter-University Chess Championship held at the University of Malaya, Malaysia recently.

The team consisted of R. Arun Karthik, R. Premnath, Aravind Subramanian (all doing B.Tech (CS), 1st year), R.K. Ranjith and S. Harini (both doing B.Com, 2<sup>nd</sup> year).

The prestigious event attracted 45 universities. From India, the other participant was Osmania University.

The final standings: 1. Islamic Azad University of Iran (30 points), 2. SRM University (25 points) and 3. Far Eastern University, Philippines (25 points).

The SRM team called on the World Chess Champion Viswanathan Anand on his birthday and sought his blessings.

## Napolean inaugurates inter-varsity meet



Chancellor with Mr. Napoleon with the winning players.

By Prashanti Ganesh

Tamil film actor Napoleon, who is also the chairman of the Tamil Nadu Basketball Association, inaugurated the All India Inter-University Invitation tournament organised by SRM University at its Kattankulathur campus recently. His speech in tamil received a round of applause

from the audience. He said that the basketball association desired to provide the players with opportunities.

He went down memory lane and recalled his village background, stint with almost every game including the challenging decathlon and his brief job undertaking with the Railways. He worried

about how India with such population statistics is able to produce only two to three medals in the Olympics and Asian games.

The university Chancellor, Mr. Pachamuthu, delivering the presidential address, explained the need to import foreign players to enhance overall team performances. He

informed everyone about how SRM has identified school students in the age categories 12-19 to provide each of them a scholarship of Rs. 5000 every academic year. He also spoke about the 150-odd students studying under sports quota in the university and the free education and hostel facilities provided to them. He finished off by stressing how development of physical strength will automatically lead to mental well-being as well.

About 25 universities from all over India are competing for the honours in this tournament. The participants from all teams participated in the march past and oath taking ceremony.

Dr. Desingurajan, manager and coach, volleyball team, Madras University was very happy with the free boarding and lodging facilities provided for all coaches, officials and participants.

Director of sports, Mr. Venkatramani, welcomed the gathering and introduced the chief guest.

## SRM cricket team lifts Muthiah rolling trophy

By A Spectrum Reporter

SRM University won the Dr. A.C. Muthiah rolling trophy cricket tournament organised by Sri Venkateswara College of Engineering, Sriperumbudur, recently.

In the final, SRM beat the hosts and its player R.D. Ashwin Kumar was declared the man of the series. The team scored 190 for 7 in 25 overs.

B. Vijay Rahul - 41, R.D. Ashwin Kumar - 52, Senthil Nathan - 39 (n.o.), Karthik Narasimhan - 2 for 28, K. Siddharth - 2 for 35 were the key performers. They bundled out Sri Venkateswara College of Engineering 142 for 5 in 25 overs.

In the semi-finals, SRM University beat SSN College of Engineering. SRM was 135 all out in 19 overs (B. Vijay Rahul - 28, R.D. Ashwin Kumar - 29, K. Sriram - 24, N. Aniruth - 3 for 26, M. Ashwin - 3 for 22). SSN College of Engineering scored 134 for 5 in 20 overs (Sriram Srishara - 46, Praveen Srivarsan - 45, R.D. Ashwin Kumar 2 for 24).

## SRM wins ball badminton championship

By A Spectrum Reporter

SRM University won the State-level ball badminton (inter-engineering) collegiate tournament organised by Sri Venkateswara College of Engineering in Chennai recently. The winners beat the College of Engineering (Guindy) 29/9, 29/15 in the final.

Earlier they set up a semi-final clash with the defending champions St. Joseph's College of Engineering. Though SRM University dropped the first game 8/29, the team made a strong comeback in the next two games to score 29/19 and 29/12 and entered the final.

C.H.Venkala Rao, I Year B.Tech, SRM University, won the best player award.





The university volleyball team.

## SRM wins inter-university volleyball championship

By A Spectrum Reporter

SRM University won the all-India inter-university volleyball tournament for men organised by Mangalore University recently. In the final, the team beat Kurukshetra University 25/20, 25/21, 17/25, 25/12. Two of the teams players A. V. Manikandan and T. Sakthi Kumar were declared best setter and best libero respectively. In the semi-final, SRM beat Sathyabama University 25/20, 15/25, 19/25, 25/18, 15/7; and in the quarter-final, the team beat Delhi University 25/21, 23/25, 19/25, 25/18. In the league matches, SRM beat Puruvanchal University 25/13, 25/12, 25/13, Dr. B.S.Ambedkar University 25/21, 25/18, 25/12 and Punjab University 26/24, 23/25, 27/25, 25/12.



The winners with the chief guest Geetha Ann Jose.

## SRM women win basketball championship

By A Spectrum Sports Reporter

The women's basketball team of SRM University won the Dr. K.C.G. Verghese memorial inter-collegiate basketball tournament at Hindustan University recently. The team defeated SKR Engineering College 50-21.

## SRM women win volleyball championship

By A Spectrum Reporter

SRM University won the women's volleyball championship in the all-India inter-collegiate tournament organised by the Pondicherry Engineering College in Puducherry recently. The team beat the defending champions St. Josephs College 25/0, 25/15, 25/16. On way to the final, the team trounced NIMS (Hindustan) 25/27, 25/9, 25/11, 25/15 and Annamalai University 25/9, 25/11, 25/15.

# Senthilnathan to focus on knock-out matches

By Prashanti Ganesh

Fast bowler Senthilnathan, ECE department, is not letting his recent success of being selected for the Under-19 state cricket team get to his head. This first year student believes that he needs to keep his calm and concentrate on the knock-out matches that they, as team Tamil Nadu, have successfully qualified for. He stresses that since he is a fast bowler, there will be added pressure on him to perform well. His main objective being making it big in the field of engineering, he has to balance his cricketing success well to come out tops in both. So, he was more than glad when SRM offered to fund his education.

It amazes him how educational support along with a strong family back up, can make a person see great heights. Tiruchi boy Senthil moved to Chennai to play higher levels of cricket. In the year 2005, he qualified for both the Under-17 and Under-19 state teams. His passion for the game helped him claim maximum number of wickets that year. He is happy with the exposure and experience

## SRM women finish second in volleyball

By A Spectrum Reporter

SRM University has won the second place in the South-West Inter-University Volleyball Tournament for women organised by Kannur University at Kannanur in Kerala recently. In the final, it lost to the hosts 25-15, 25-17, 25-14. In all, 76 universities took part in the tournament.

On the way to the final SRM University beat SNDT, Mumbai (25-02, 25-03, 25-06),

Shivaji University, Kohlapur (25-13, 25-10, 25-09), Pondicherry University (25-09, 25-10, 25-06), Mysore University (25-18, 25-15, 25-17), Calicut University (25-15, 25-23, 25-14), Anna University (23-25, 25-14, 20-25, 25-18, 15-13) and Madras University (25-23, 20-25, 25-17, 25-21).



Senthilnathan

he has gained from working with acclaimed coaches like Mr. Gokula Krishnan (current Ranji Trophy assistant coach), Mr. Sadagopan Sathish Kumar (Coach, Future Stars Cricket Club), Mr. Abdul Jabbar and Mr. Shanmugam (State coaches). He feels that in international cricket, players with raw talent are accepted but in India, players need to be well-groomed with ideal techniques and styles. He remembers how his coaches here always insisted that he got his basics right.

When he speaks about his association with the SRM team, he says he is grateful for the support and considerations

shown by the coach Mr. Louis Raj. He also says that playing with this team has done wonders to his confidence levels. He laughed at how getting an OD form has never been difficult for him. Moving on, he explains why he chooses IPL over ICL. He feels that even if ICL promotes domestic cricket in a great way, IPL provides players with opportunities to rub shoulders with accomplished international players. He smiles when he says he likes the money involved in IPL. This outspoken cricketer concludes that Sadagopan Ramesh, Brett Lee and Mitchell Johnson are the players he looks up to.

## Selection trials for sports quota admissions

By A Spectrum Sports Reporter

SRM University will conduct selection trials for sports quota admission to courses in Engineering, Management, Science & Humanities, Hotel Management and Paramedical from April 18 to 20, 2009. The university has the following games for both men and women: volleyball, basketball, athletics, tennis, badminton, kabaddi, ball badminton, table tennis, and chess. But football, hockey and cricket are only for men. Eligible players may report along with their testimonials and certificates by 9.00 a.m. on April 18 at the university campus, Kattankulathur. For further details, contact any one of the Physical Directors on the following numbers: 9443881007, 9840431831, 9444255724 and 9840896732.

## Shyam of SRM Nightingale wins national chess title

By A Spectrum Sports Reporter

P. Shyam Nikhil of SRM Nightingale Matriculation Higher Secondary School, West Mambalam, won National U-17 Boys Chess Championship held at Aurangabad recently. Though he was only seeded second, he played his best to take the title. The championship attracted 70 participants. Dr. R. Shivakumar, Correspondent, congratulated the champion for bringing laurels to the school.





Jennifer Elizabeth Belinda

By Prashanti Ganesh

Jennifer Elizabeth Belinda, a second year B.Tech (Electronics and Instrumenta-

## Sprinting to glory

tion Engineering) student, is the latest to join the SRM victorious sports wing. She recently won the Tamil Nadu inter-engineering sports tournament held at Jeyam College, Dharmapuri district in the 100 metres hurdles, 100, 200 and 400 metres races. In this meet she set a new meet record in the 400 meters event and equalled the 100 metres hurdles meet record.

She has achieved personal best timings of 67 seconds in the 400 metres hurdles race, 58.32 seconds in 400 metres, 12.7 seconds in 100 metres, 26.6 seconds in 200 metres and 16 seconds in 100 metres hurdles. She has a career past of winning the 400 meters race at Under 16 and Under 18 levels and is hoping for a successful stint at the U 20 level. She finished schooling

at St. Ursulas, Church Park and after training with the Prime Sports Academy for a while she now trains at the Anna University grounds with the Royal Sports Club. Jennifer along with hoping to have a good run with the SRM athletics team says, "I am the only girl participant in the athletics team for most tournaments and I wish the women's team becomes stronger in the future."



Arshad Amin

## Arshad does it again!

By Varoon Legio Mortis

Arshad does it again! This time he has won a silver medal in the national level men's open weight category in the Kofukhan Nationals held at YMCA, Nandanam, Chennai. He represented Tamil Nadu in this tournament. This is the first time he is taking part in the men's category. Previously he was included in the junior level (18-21 age group) and 70-75 kg weight category. The final in the Kofukhan Nationals was a tight match. There was a difference of just one point.

It was a dream come true for Arshad's father who himself was a national champion. He said, "I wanted to see Arshad participating in the national and international karate tournaments, but, seeing him succeed in it is indeed a great pleasure." Arshad's father, who is also his coach, is thrilled.

Earlier, he was selected to represent India in the 9th Asian Karate Championship, in the 70-75 kg category, and the 19-21 age group. He made it all the way to the quarter finals.

Representing India had not been easy for him. The six-time national champion is extremely down to earth and is very friendly and forthcoming.

He is going to represent India again in the Commonwealth Karate Tournament, which is going to be held during September this year for the first time in India. Forty Commonwealth countries are taking part in this tournament and Arshad is also participating in the national games.

# Sports medicine centre to prevent injuries

By Tirthankar Jana

The SRM Sports Medicine Center started operating from 15 December 2008. Situated near the prayer halls and the gymnasium, the center is the first of its kind in any university in Tamil Nadu.

Dr. Jairam, who is a veteran in sports medicine, has 10 years of experience in this field, with nine years of working in the Rajiv Gandhi Sports Medium Center in Trivandrum. He was also the chief advisor to Kerala sports team from 1999 to 2007.

Speaking to *Spectrum*, he pointed out that the center aims at preventing sports-related injuries, ensuring a dope-free sport, providing athletes with health and fitness awareness schemes, proper nutrition and proper rehabilitation.

Dr. Jairam is aided by a four-member staff, two of whom are physiotherapy students. Dr. Jairam says the early signs have been encouraging. SRM students of late have been donning the national colours and Dr. Jairam predicts more influx to the national teams over the years. He is also keen on working closely with the sports academy that will be set up within a year as planned by the management when Mr. Bhaskaran (former captain of



A front view of the sports medicine centre building.

the Indian hockey team) had visited the campus. He has expressed confidence in the coaching staff of the university and is optimistic about the future.

He says promoting recreational activities is high on the centre's long-term agenda.

He is keen on promoting yoga and karate. He is also planning to introduce boating in the SRM lake. Swimming is being given a serious consideration and new facilities, including new swimming pools might be coming up very soon. A 4000-seater indoor stadium will be coming near the dental

college.

He says: "The sports medicine centre is for all the students. The students should be making full use of it." He also advises students to take up sports as it can keep them healthy, both physically and mentally.



## SRM players sparkle as South Zone lifts Vizzy Trophy

By A Spectrum Reporter

South Zone, consisting of some of the best cricketers from SRM University, won the Vizzy trophy by beating North Zone in a four-day final recently.

R.D. Ashwin Kumar, Sundararaman, Jagan Mohan Sai, J. Prashant of SRM University sparked in the emphatic 182-run victory.

Mr.Y.C. Louis Raj, Head of the Department of Physical Education, SRM University was the manager of the team.

Jagan Mohan's haul of eight wickets was decisive in winning the match for South Zone. Medium-pacer Ashwin Kumar took the wickets of Samar Quadri and Aslam Ansari of the North Zone with his sharp insingers. North Zone was bundled out for 146 in 13.1 overs.

The scores: South Zone 284 and 222 beat North Zone 178 and 146.



The winners with the SRM University Vice Chancellor.

## SRM women's triple triumph

By A Spectrum Reporter

SRM University's women students won three titles at the international sports festival 'Riviera 2009' organised by VIT University, Vellore,

recently. They faced little opposition in the basketball, volleyball and ball badminton championships.

In basketball, SRM University beat the defending champion MOP College 47-

41 in the final. In the league matches, the team overcame VIT University 55-30 and Stella Maris College 55-34.

In volleyball, SRM defeated MOP 25/11, 25/16 to win the championship. On the way

to the final, it trounced VIT 25/5, 25/7 and Queen Maris 25/11 and 25/9. In shuttle badminton, SRM set up a final clash with VIT and beat it 2-0.

## Paralympic athletics meet winners honoured

By Anuj Srivas

Bhavani and Sreenivasan, both students of the Department of CSE, Valliammai Engineering College, were recently honoured for winning prizes during the Paralympic Athletics Meet held at St Joseph Engineering College. Anna University organised the meet in which 256 colleges participated.

During the annual Valliammai Sports Day award presen-

tation ceremony held at the Dr. TP Ganesan Auditorium, SRM University, Kattankulathur, the chief guest Ms. Anita Pauldurai, Captain of the All India Women's Basketball team, honoured them. She congratulated the winners and gave a few words of encouragement to all the students.

Dr M Balasubramanian, Principal, Valliammai Engineering College, Dr. Venkatramani, Director, Sports and Campus Life Administration, were among the dignitaries

to grace the occasion. Dr. M Balasubramanian welcomed the guests on the dais and spoke on the importance of a well-rounded education, with academics being equally mixed with extra curricular activities, especially sports. Sports and other activities are complementary to the academic part of college life.

Dr. Venkat Ramani, in his address, remembered how Sports Day has always been a very important moment in the life of a college student. He appreciated the variety of games played by the different departments and encouraged the budding talent of all the participating students.

In over nine events ranging from volleyball to handball, prizes were given to the first two places. Departments of ECE and IT secured a total of 45 points each and both departments received a trophy.



The winners with the Director Prof. Venkatramani.

## SRM claims volleyball, chess titles in inter-collegiate meet

By A Spectrum Reporter

SRM University won the volleyball and chess titles and finished second in table tennis in JETS 2009, an inter-collegiate sports meet organised by Sathyabama University recently.

The SRM volleyball team trounced Karunya University 25/18, 25/11 to win the championship. In the league matches, they beat the hosts (20/25, 21/25, 25/15, 25/23, 15/12), St. Joseph's College (25/16, 25/20, 25/15) and Rajalakshmi College (25/13, 25/13, 25/12)

The SRM chess players played their best to score 21.5 points and finished at the top.

In table tennis, the SRM team beat St. Josephs College 2-0, BSA Crescent College 2-1 (in the league matches) before losing to SSN College 0-2 in the final.



In a sporting mood.



# FREEWHEELING

## SPECTRUM

### Kabab ho!



The chefs and their kababs.

## Mouth-watering *kababs* draw 100s to SRM Hotel

By Mark Nathan

A week-long *Asli Kabab Mela*, a unique *kabab* food festival, showcasing the ancient cuisines of Awadhi Nawabs of Lucknow, was recently held at the SRM Hotel in Kattankulathur.

The event attracted more than 100 people every day. More than 30 varieties of mouth-watering vegetarian and non-vegetarian *kababs*, including those made of chicken, lamb and fish, were cooked and served with marinated spices over live charcoal enhancing

### In ancient days

*'In ancient days kababs were prepared with 100s of varieties of herbs and spices that were believed to improve ones health and well being'.*

aroma, during the festival.

Talking to reporters, Hotel Resident Manager, Mr. G. Saravana Kumar, and Executive Chef, Mr S Ramesh, said a real time Punjabi ambience, with cultural shows and Bhangra dance by the students of SRM School of Hotel Management, were created.

"The main aim of this food festival is to present to royal

gourmet of ancient *kababs*. In ancient days *kababs* were prepared with 100s of varieties of herbs and spices that were believed to improve ones health and well being," said Mr. Ramesh.

"These *kababs* are being prepared after extensive research of the ancient cuisines of Awadhi-Nawabs, Moghuls, Rajputs and Punjabis. Some of the Nawabs and Rajput Maharajas themselves are legendary cooks," he added.

A live *kabab* demonstration was also held during the festival. "We used to organise a food festival once in three months. This time we had chosen Punjabi *kababs* to target the North Indian population, studying in the SRM University and also the business visitors from North India in and around Kattankulathur and Maraimalar Nagar," Mr. Saravana Kumar said.



Tickling the palate.

### Working on Goals

## Change the way you think to excel



Ms. Anuradha

By Anuradha Parakkat

Every living thing, with time, grows older. Growing up has more positive implications. Human beings have the longest period to adulthood. The lion cubs start hunting and fending for themselves when they become a year old and develop perfect hunting skills within two years. So is it for most birds. However, most of the times, in humans, taking charge of life and responsibility for self are given to chance and luck.

Only human beings can make a difference to the world. The power of making a difference to yourself, your family & society is tremendous. It is only a small change that needs to begin in your thought process. This desire to do needs a strong commitment from you.

There is a big difference in *commitment* and *interest*. Interest is to do things when time is available. Like listening to music or reading a book. It's more of a free time activity. Whereas, commitment is when one makes time for it and believes it as a priority and is very passionate about it, eg commitment to score well say 80% in academics. Come rain or sunshine or bandh the dedication to achieve this goal would be the focus and priority.

People with commitment make a big difference to themselves and society. Try this out -

- To achieve your goals you must start, writing them down.
- Take just two or three goals at a time.
- Classify them to *short term* and *long term* goals.
- Rework on some of your habits. Drop time wasting habits.
- Write down what are the skills you need to acquire to reach your goal?
- What are those skills you have and others that have to be strengthened?
- Create a framework with time schedules and acquire required skills.
- Mark the progress on everyday basis before going to bed.

Besides, develop your leadership qualities and learn one new thing every day. Maintain a diary. In four weeks, you will find a difference and you will be thrilled by your progress.

There is no easy walk to excellence. Have you noticed how great footballers and cricketers play? It looks so effortless. They have invested energy preparing to perform. Then they actually perform.

Your mind needs to be nurtured like a beautiful garden with positive thoughts that pushes you to achieve and excel in your goals.

(Students who need help to start working on goals can write to me [anuradha@srmuniv.ac.in](mailto:anuradha@srmuniv.ac.in))

## Read Spectrum



# The qualities of a scientist

By Varun Krishnan

Having somewhat understood science in the last issue, we will go about the mind boggling task of understanding scientists here.

First, we will try to see how we can recognise a scientist when we see one. There is no 100% reliable method, of course, but the following should provide a good working guide.

We should be on the lookout for *tabulaphillia*, which maybe defined as an unhealthy attachment to blackboards, which is a sure-fire pointer to physicists. For, while one physicist in isolation can talk to a lay person with difficulty, two physicists can only converse with each other in close proximity to a blackboard, on which they feverishly scribble ballistic symbols. If there isn't a blackboard they can even happily use a living room wall. Similarly, if a person is seen washing his hands before using the loo then you can bet that the person is a chemist for sure. Tests such as these can really help to identify a scientist.

If all else fails then a study of grammar, syntax and speech patterns often give the game away. Scientists generally say things like, 'It all depends on what you mean by . . .', 'To a first approximation . . .', 'Within the limits of experimental error . . .', 'Define your terms . . .', 'Orders of magnitude' so on and so forth.

Scientists also have the odd habit of using verbal versions of written abbreviations. For example, let us take 'for example'; a scientist pronounces that as 'ee gee', and instead of saying, 'that is', a scientist says 'aye ee', like the death cry of a baddie in comic books.

Now the one question that might naturally come to our minds is now that we know how scientists generally behave, does this also mean that behaving this way we would also be considered a scientist? Well, no dear. It's not as easy. So how does one go about becoming a scientist? Or rather how does one succeed in science? The trick is really simple. One should have to become the world's greatest living expert in some tiny facet of a chosen subject. The bit one chooses does not have to be interesting or important or have any great practical use. In fact

the more tedious and trivial it is the better, because then the chances of someone horning in on one's subject are correspondingly less.

Now there arises one more question, how does one say when a scientist is successful? One practical answer to this question is, when fellow scientists start hating the person under consideration. The surest sign of success in science is receiving an award. At all levels of science there are more awards than we can imagine, which are given, doubtless, to compensate for the lousy pay. The most prestigious are the annual Nobel prizes for Physics and Chemistry. These represent the penultimate symbol of success in science but since the winners often receive them many years after the publication of their work concerned it is not a useful guide. Sometimes, Nobel prizes are given as sympathy awards. One example was that of the American physicist Norman. F. Ramsey, whose award in 1989 was in recognition for his life's work rather than for any specific work.

Many scientists regard Nobel prizes as being contrary to the whole spirit of science: the selfless, dedicated search for truth and beauty in the world without thought of material rewards. Others point out that it is intrinsically suspect for any group of people to decide subjectively and arbitrarily whether one piece of scientific work is better than another. Perhaps the ultimate measure of success in science is to have unit named after one, although it can take 200 years or more for such recognition, which lessens its value to the individual who receives such honour. The only thing that outranks this honour is to have one's name attached to a law, theory, rule or principle, or better still, a scientific phenomenon. Examples include Raman Spectroscopy, and Cerenkov Radiation.

Some scientists go overboard in their pursuit of success and this applies particularly to the acquisition of terminal letters denoting their degrees. The reasons for this hunt are entirely practical, because in science you cannot so much as wash a test tube without possessing an appropriate label.

kindness but tough as thunder when it comes to principle. Be courteous and polite at all times but never be pushed around. Ensure that you are always treated with respect.

Associate only with positive, focused people, who you can learn from and who will not drain your valuable energy with complaining and uninspiring attitudes.



Getting in can be an art

## HUMOUR

# Shuttling Around...

By Abin Biswas

8:00 AM . . . ZZZZZZ

8:10 AM . . . BEEP BEEP! . . . hand sluggishly moves towards the snooze button of the cell phone.

8:15 AM. . . uh oh college in 15 minutes . . . RRRUUUNNN!!!!!!!

That is how every single morning begins for well . . . some of us SRM Hostellers. I believe punctuality or time management just doesn't strike us SOO early in the morning. With five minutes to reach class before you miss attendance JUST whom do you depend on to get you there. That's where our wonderful Shuttle Service comes into the picture . . .

Ah! Those wonderful yellow rickety buses and Tata Aces are knights in shining armour, at least for me. We always crib about how they're never there when we need them, but getting

on those buses is an art my friends . . . really. You need to have luck first of all, perfect timing and the ability to get on when the bus is moving at 10kmph, and oh! Yeah! you also need muscles to push through the crowd in the bus to ensure that you have terra firma under your shoes and are not thrown off . . . not an easy task for the (ahem!) congenitally lazy folks like me . . . The truth is the shuttle is always there, even at odd hours of the night to carry you back to your desired destination . . . back gate, hostel, hospital, bus stop . . . you name it . . . they cover it.

I believe the frequency should be a wee bit more considering there is a great demand for the shuttle and one kind request to the drivers . . . please please . . . do not drive like your vehicle is the only thing on the road . . . look out for us mortal pedestrians too. Overall, it's a great concept . . . it definitely helps . . . and like everybody says . . . Nobody's perfect . . . eh!

## HOT SPORT

# Surprises in store

By Menorca Chaturvedi

The long wait finally ended. SRM finally has a cafeteria with five star ambiance. The new food outlet, named Orange Tree Cafeteria and located in the University's new administrative building, became a hit with the students in a short span of time. The cafeteria had a slow but sure pick up. Its menu is quite different. On offer are a variety of pizzas,

burgers, cold coffee, French fries, milk shakes, ice creams, fresh juices, roasted beef sandwich, garlic bread with cheese, and jumbo hot dog with subway breads. The list is tempting and mouth-watering. The offerings are easy on the pockets of students. A major contribution to the success of the cafeteria is due to the Hotel Management students. They prepare

the food and also serve. Peak hours are during lunch and early evening. In addition to being one of the favourite spots for the young crowd, it became a popular group study hangout. Says Vaani Pathak, a regular visitor, "The good ambience, clean kitchen conditions, and the reasonable menu card makes the new cafeteria the perfect spot for hanging out in the evenings, or working out on assignments together." Others nod their heads in agreement and add that it proves as a refreshment point for all those who visit the library. The cafeteria also caters to the needs of international students. On an average, international students visit the cafeteria more regularly than local students. Mr. Subramani, Manager, says, "The cafeteria has plenty of surprises in store for our customers."

## Keys to Success

By Gaurav Sharma

Remember people's names and treat everyone well. This habit is one of the greatest secrets of success. Everyone in this world wears an imaginary button that screams out "I want to feel important. I want to be appreciated".

Be soft as a flower when it comes to



By Adithya V

Picture a small girl, 2 years old, perhaps 3, who has put together a very messy tower of playing blocks. She calls out to her parents, beams up at them, and seeks approval for her actions. She might enact a similar scene, when she has done something naughty like, emptying a bucket of water on the living room floor. Time and again, children look up to the big people in their lives, asking in a soft voice, or sometimes silently, "Mom, Dad, Do you approve?"

When that child receives approval, she glows, because that approval doubles as acceptance. If on the other hand, the parent returns a scorn for the actions, she wilts. For, as humans, acceptance of us is foremost in our list of needs once the basic physical requirements have been met.

The process of approving 'proper' behavior, and disapproving 'improper' behavior, is probably quite necessary for shaping and improving the individual. However, the individual is

# Unconditional acceptance



approved and accepted only if he/she meets the parents' expectations, creating an atmosphere of conditional acceptance.

'You behave in the manner I approve of, and then I accept you. If you are going to splash the bath water around, I may not accept you.' When that apparently harmless feedback gets linked with the acceptance or rejection of that individual, it sticks

on, probably all the way till old age. The result? We have grown men and women who have within them, a 'child' crying out for acceptance.

The little girl grows up to be an executive and feels bad when she is shunned by her boss if he does not like her work.

It is necessary to understand the basic difference between what a person is, from what he does. It is necessary to not

intertwine disapproval of an action with disapproval of the individual.

This concept holds most importance when it comes to teenagers. Peer pressure and expectations from parents are enough burdens on the average teenager. It crumbles his/her unfortified self.

A teenager might be rejected by his peers for his actions that they don't approve of.

The important thing here for the individual, is self-acceptance. The student, who is rubbished by his teacher for not bringing a notebook, is depressed by the teacher's onslaught. Here, he/she craves for self-respect.

It is important in our lives, to accept the people around us for what they are, instead of rejecting them for what they are not. When someone accepts another person in spite of their actions, that is unconditional. If we are able to achieve unconditional acceptance of everyone then all the problems end.

It is said that in order to accept others, one needs to accept oneself. Fortunate are people who already have accepted themselves. But for the rest of us, there is work to do. We need to look at who we are apart from what we do, or what we do not do.

Our actions may be considered wrong, or they can be appreciated. But the fact remains, that we will be unconditionally accepted, for who we are.

## Guidelines to contributors

As we begin the second year of Spectrum, to ensure that it continues to be an enjoyable reading experience, we would appreciate it if contributors observed these guidelines:

- ♦ Submissions should be in MS Word document.
- ♦ Contributions must be in the form of articles.
- ♦ Pictures must be in .jpg format
- ♦ Submit only soft copies of articles and pictures.
- ♦ Write in simple English.
- ♦ Your contributions should be in less than 1000 words.
- ♦ Focus on the achievements to staff and students and developments in the departments.
- ♦ The articles must answer the following questions:
  1. What is the event?
  2. Who are involved?
  3. When did it happen?
  4. Where did it happen?
  5. How did it happen?
  6. Who said what?
- ♦ Present the most important facts at the beginning of the articles.
- ♦ The names and designations of the persons in the article must be correctly spelt.
- ♦ Spell out acronyms, abbreviations and figures.
- ♦ Revise your article for accuracy.
- ♦ Finally, ask yourself: Is the article complete?  
Is it interesting? Would I read it if I saw it in a newspaper or journal?

-Editor

## TECH TALK

# It could happen to you . . .

By Shiv Nadar

The Debit-cum-ATM card has become very popular among students to draw out money and make purchases. Its popularity has increased exponentially among swindlers too.

Crooks pretending to be employees of your bank may call and ask for your account details and your pin number. Beware! This information, especially your pin number is enough for them to rob you of all the money you have in your account.

Debit cards should never be used for online purchases unless you are sure of the retailer's reputation. The transaction slip is a valuable tool for the swindler. Hence it is advisable not to throw it inside the ATM.

There are two types of debit cards. A debit card with a Maestro logo on it and the ordinary ones that most of us carry. The one with the Maestro logo requires one to enter the pin number at retail outlets and

at ATMs. The swindlers have come up with a trick they call skimming. This portable device allows the thief to copy your bank account information and clone your account. To help check this, a device called Table Pay was invented, which allows diners to swipe their cards at the table. Un-

fortunately this product is available only in the West and not in the Sub-Continent. This information was published in Readers Digest and is for all those who couldn't get their hands on it.

Hence be careful next time you go shopping because this could happen to anyone.

## Peace

Peace, such a necessity, yet so rare  
Where has it disappeared in thin air?

It is not tangible for your hands to hold,  
It cannot be bought, it cannot be sold.

Then how can we have peace in this universe,  
Where everyone is out to defy and curse.

It can be attained through love and affection,  
For the people of each and every nation.

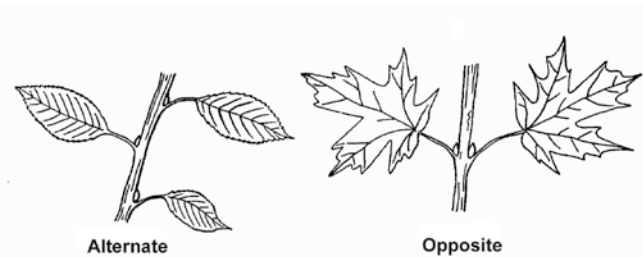
So we the seedlings of world peace,  
Shall take it on our stride at the crease!

**Rohit Vairamohan**  
Year I, Information Technology



GUEST COLUMN

What plants tell us of the air we breathe ...



By Dr.N.G. Shrivastava

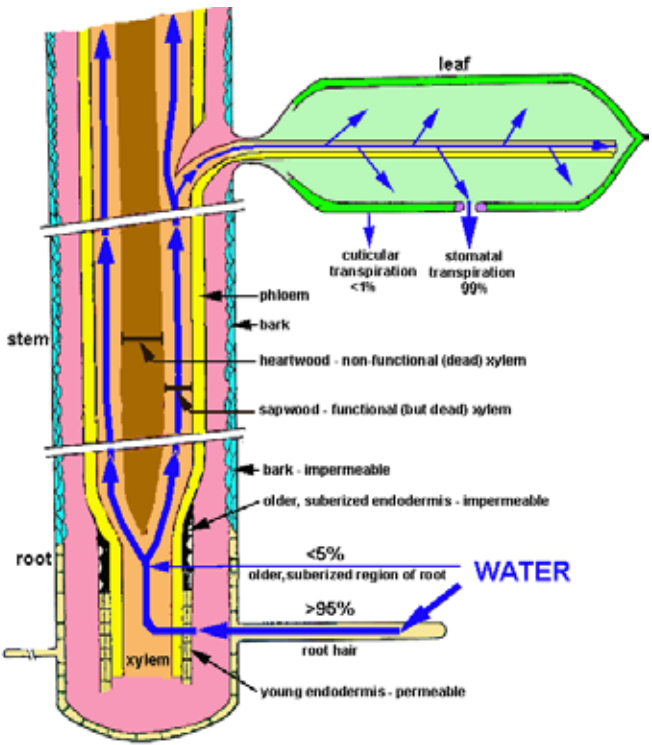
Stomata are microscopic pores on the underside (ab-axial) of the leaf. These allow air into and out of the leaf, which is how the plant takes in CO<sub>2</sub> and lets out O<sub>2</sub>, and allows water vapour out in the process of transpiration. As air passes through the stomata, most of the airborne particles will not pass through the stomata but will rather land on the leaf's outer surface. This is similar to a filter, where air is pulled through the filter by an air pump and the airborne particles deposit on the filter surface. If this air flow is the major cause of particles depositing on the leaf, the result will be that the concentration of particles on the abaxial surface of the leaf will be higher than that of the top surface

(adaxial) because the airflow through the stomata will be pulling more particles onto the bottom surface.

There is a certain amount of force needed for particles to stick to a surface. This amount is greater depending on the size of the particle. Because the airflow through the stomata is not very powerful, only the smaller particles will stick to the bottom surface. The particles on the top surface of the leaves will mainly be from the settling of dust. Because settled particles are mostly larger ones, those found on the top surface will be mostly larger. Therefore, analysis of the particle sizes on the leaves have shown that particles on the tops of leaves are, on average, larger than those on the bottoms of leaves. Because the particles

deposited on the leaves are from the air, analysis of the particles will provide information about the particulate air pollution in the area sampled. The higher the concentration of Particulate Matter (PM) in the area, the higher the concentration of particles on the leaf surface will be. The sizes and chemical compositions of the particles on the leaf surface will be representative of the airborne particles in the sampled area.

Urban areas tend to have the highest concentrations of airborne PM because of greater numbers of motor vehicles and high amounts of activity. This is followed by suburban areas, and then rural areas, with decreasing amounts of PM [Abraham, M.E., 1998]. Therefore, if leaf sampling is accurate, particle concentrations on leaves collected from these three areas will decrease from urban to suburban and from suburban to rural. Different types of leaves tend to have differences in several aspects of their surfaces. Some types of leaves have greater surface rigidity or roughness



than other leaves, which may affect their stickiness or particle solubility.

Stickier leaves would be better for collecting particles because more particles would stick to their surface. Some types of plant species may be better for use in this type of analysis than others. Therefore plants are a good control of fugitive emission from the ambient air. Some of the plant species studied are listed in Table 1 below. :

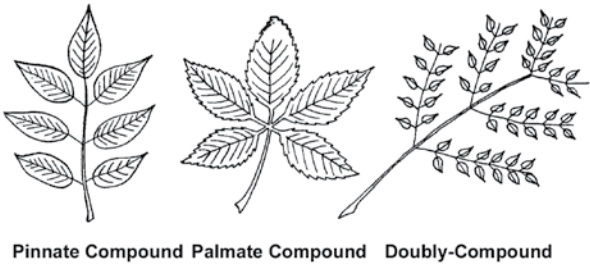


Table -1 : ANATOMICAL FEATURES OF HIGHLY DUST CAPTURE HERBS , SHRUBS PLANT SPECIES

SN	Common name	Botanical name	Family	Leaf Epidermis	Leaf Mesophyll	Stomata	Vascular Tissue in Leaves (Veins)
HERBS							
1	Elephant's Ear	Colocasia anti-quorum	Araceae	Both upper & lower epidermis cells are present	Mesophyll is present between upper & lower epidermis	Stomata are present at lower epidermis Sub stomata cavities occur	Vascular tissues are present through the leaf in parallel.
2	Cock Scumb	Celosia argentea	Amaranthaceae	Both upper & lower epidermis cells are present	Mesophyll is present between upper & lower epidermis	Stomata are present at lower epidermis Sub stomata cavities occur	Vascular tissues are present through the leaf in parallel.
3	Genda	Tagetes patula	Asteraceae	Both upper & lower epidermis cells are present	Mesophyll is present between upper & lower epidermis	Stomata are present at lower epidermis Sub stomata cavities occur	Vascular tissues are present through the leaf in parallel.
SHRUBS							
4	Copper leaf	Acalypha hispida	Euphorbiaceae	Both upper & lower epidermis cells are present	Mesophyll is present between upper & lower epidermis	Stomata are present at lower epidermis Sub stomata cavities occur	Vascular tissues are present through the leaf in parallel.
5	Beshram	Ipomea nil	Convovulaceae	Both upper & lower epidermis cells are present	Mesophyll is present between upper & lower epidermis	Stomata are present at lower epidermis Sub stomata cavities occur	Vascular tissues are present through the leaf in parallel.
6	Chandani	Tabernaemontana divaricata	Apocyanaceae	Both upper & lower epidermis cells are present	Mesophyll is present between upper & lower epidermis	Stomata are present at lower epidermis Sub stomata cavities occur	Vascular tissues are present through the leaf in parallel.
7	Bougainvillea	Bougainvillea glavara	Nyctaginaceae	Both upper & lower epidermis cells are present	Mesophyll is present between upper & lower epidermis	Stomata are present at lower epidermis Sub stomata cavities occur	Vascular tissues are present through the leaf in parallel.

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Workshop on news writing

Spectrum is organising a two-hour workshop on 'News writing' every Friday from 3.30 to 5.30 pm at the School of Journalism and Mass Com-  
munication, Kattankulathur, from July 2009. Interested students and faculty members can register for the workshop with the Office Assistant,  
School of Journalism and Mass Communication. For details contact the Editor: 9443937428 or venkat.pulapaka@gmail.com.