

SPECTRUM

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By **Rahul Lahkar and Geetha Bharathi**

Speaker urges students to guard against social evils

The Speaker of the Lok Sabha, Ms Meira Kumar, called on the over 4,000 graduating students of SRM University to guard against social evils like gender discrimination, dowry system, domestic violence and female foeticide and stressed that they had an obligation to strive for social change in their own ways, be it directly or indirectly.

4519 students graduate; CSE student bags Best Outgoing Student Medal; Hon. Doctorate conferred on ISRO chief

Delivering the Fifth Convocation Address at the SRM University recently, Ms Meira Kumar encouraged the students to motivate others to overcome centuries old prejudices that have no room or relevance in today's world. She explained that the ground reality was that there was a social chasm on the basis of caste, creed, class, gender, geography and language.



In all 4,510 students from 86 disciplines were awarded undergraduate, post graduate and diploma certificates. Doctorates were conferred on nine research scholars. Of these, 3,172 were men and 1,347 were women.

ISRO Chairman Dr.Radhakrishnan receiving the Hon.Doctorate from Lok Sabha Speaker as Chancellor, Pro Chancellor, Pro Vice Chancellors and the Registrar look on.

Prashantha Battacharya, a B.Tech in Computer Science, topped the Rank holders list of 124 students and bagged the coveted Corporation Bank's Gold Medal for being the Best Outgoing Student.

Vice-Chancellor Prof P Satyanarayanan, Pro-Vice Chancellors Dr R Shivakumar, and Dr T P Ganesan, Registrar Dr N Sethuraman, the Controller of Examinations Dr S Ponnusamy, Directors, Deans, members of the SRM faculty and other dignitaries.

The Chancellor, Mr T R Pachamuthu, presided over the convocation ceremony, which was attended by Dr.K.Radhakrishnan, Chairman of Indian Space Research Organisation (ISRO), Pro Chancellor Mr P Ravi,

Lamenting that divisive forces continued to thrive in today's society, the Lok Sabha Speaker said, "We need to bring about a social

change that can weaken these divisive forces, strengthen unity and accelerate our march for national progress."

Stating that this social change can be brought about through humanising science education, Ms Meira Kumar called on educational institutions to incorporate aspects of humanities into the curriculum of science specialisations. "We need to inculcate in the young and impression-

able minds a new perspective about the individual, the society, the nation and the world," she explained.

Interestingly, Ms Kumar said today the humanities were increasingly adopting a scientific approach in their research methodologies and subject specialisations.

Calling on the teachers to generate not only an intellectual environment but also creating among students a

thirst for knowledge, she said, "They should devise ways and means of transforming our children into useful and productive members of the society. The learning process must be a harmonious blend of academic excellence and human development."

Delivering the Annual Report of the University, the Vice Chancellor, Prof Sathy-

anarayanan, said that the

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INTERVIEW



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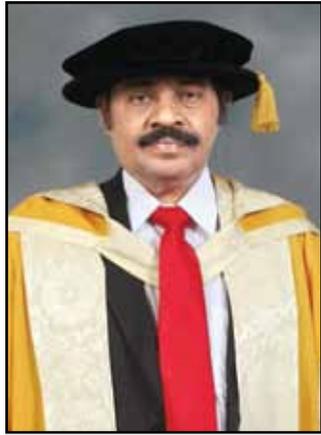
Top UK Varsity confers Doctorate on Chancellor

By A Spectrum Reporter

The Chancellor of SRM University, Mr. T. R. Pachamuthu, has been conferred a Doctorate by the Faculty of Technology, Engineering and Environment, Birmingham City University (BCU), United Kingdom.

The Doctorate was for the excellent work he had rendered in the field of engineering and technology education.

“With an undertaking to dedicate his life to learning, Mr Pachamuthu - and the Valliammai Society - first took over Nightingale Matriculation Higher School and from there grew a further 17 institutions of higher education. Mr Pachamuthu is most notably Chancellor of the SRM University in India,



Dr. T.R. Pachamuthu

which was recently rated as the best private university in India,” the BCU Citation has said in bestowing the honour. It goes on to detail the extraordinary work done by the Chancellor and his family in bringing education closer to the people of India. In his

acceptance speech on the special occasion the Chancellor said that he is greatly honoured by the conferment of the degree as it is an honour for the SRM University besides acknowledging the long standing ties between United Kingdom and India; and by conferring the honour the BCU is ascertaining the path of multicultural ethos of the great city of Birmingham.

“The students enrolling themselves in engineering and medicine streams have a human face and they should learn more languages, economics and other social and behavioural science subjects and reciprocally the students of humanities should understand biology and other natural science subjects so that they can equip themselves to live intelligently in

the world,” Mr. Pachamuthu said.

Maintaining the need for a multi-dimensional educational learning process, the Chancellor stressed on the importance of splitting the curriculum to fit the needs of the modern day society, i.e. allocating 50 per cent of the time to study core subjects, 25 per cent to related electives and the rest for fulfilling the needs of one’s passion.

“There are many lessons to be learnt outside the classroom. Learning about how to build relationships and business partnerships; about human behaviour and social dynamics is just as important as classroom lessons to succeed in any field,” Mr. Pachamuthu said.

“In our society, rather than encouraging people to take the road less travelled, we discourage them. There is encouragement to conform to a set pattern rather than stand out in a crowd,” he added.

MMA chapter opens

By A Spectrum Reporter

Group Captain Vijaya Kumar, the Executive Director of the Madras Management Association, inaugurated the student chapter of MMA at the Ramapuram campus of SRM University recently.

The Department of Management Studies organised a function in this connection. Dr. Antony Michael Raj, Vice Principal, SRM University, Ramapuram, presided over the function.

Conference on chemistry held

By Debleena Chatterjee

Inventions of any kind should be beneficial to the society and if inventions like vacuum tubes to chips bring in a synergy between nanomaterials and chemistry then scientific advancement will be huge, according to Dr. S. Sriman Narayanan, top scientist and the Dean for Research at the University of Madras.

He was the Chief Guest at the National Conference on Recent Advances in Materials and Methods of Chemistry, RAMMC 2010, held recently at SRM University. The Department of Chemistry, SRM University organised the conference.

Dr. P. K. A. Muniswaran, Director for Faculty of Engineering and Technology, presided over the function that was attended by Dr. R. Balasubramanian, Director for Faculty of Science and Humanities, Dr.P. Kamraj, Convenor of the programme and Head of the Department of Chemistry, other faculty and students. Dr. V. K. Indira Priyadarshini, Assistant Professor in the Department of Chemistry proposed the Vote of Thanks.

Workshop held on simulation softwares

By A Spectrum Reporter

Over 150 faculty members, research scholars and post-graduate students from across the country took part in a two-day National-level workshop on Simulation Softwares for Engineering Application, SSEA’09.

The Department of Electrical and Electronics Engineering, SRM University organised the workshop in association with the Indian Society for Technical Education, according to Dr. S. S. Dash, Head of the Department.

“The objective of the workshop was to bring together researchers, scientists and engineers of various disciplines onto a single platform to discuss and disseminate their new inventions and innovative ideas,” Dr Dash said.

While inaugurating the workshop, Dr. R.S. Shiva Kumar Aradhya, Director, Central Power Research Institute, Bangalore, spoke on the topic **Real time Digital Simulator and their Applications.**

INTERVIEW

Teachers and classmates are friendly at SRM University, says Cindy Bendix

The first student from the United States of America studying at SRM University under the Semester Abroad Program (SAP), Cindy Bendix, talks about her stay and the stark differences in the learning process between the two countries in an interview with Ratnika Sharma of Spectrum. She comes from the University of Wisconsin, Riverfalls and is pursuing her MBA at SRM since one month to complete this semester. excerpts.

Question: How did you come to know about SRM University?

Answer: Well, I have already done a similar programme in Europe in my under-graduation course and I wanted to do it again so I contacted my Global Connections Officer and he suggested that I come to India and do it in SRM since this is the only University that is offering SAP in India. And here I am!

Q: What programme are you enrolled in back home?

Ans: I am doing the last semester of my undergraduate course in Professional and Organisational Communica-



Cindy Bendix

tional Studies. So, technically what I am doing here is more or less similar to my course back home.

Q: How do you like SRM and its people?

Ans: It’s great! The people are very supportive and welcoming. My hostel mates and classmates help me adjust to the new surroundings and constantly educate me on the campus culture.

Q: What difference do you find in the teaching methodology of your university and SRM?

Ans: Back at home, the teacher usually gives us a topic to study and tells us about it the next day, in class. Then, we go back home and rein-

force what the teacher taught us. Out here, there is more of independent studying and the teacher reinforces what we studied. But, ultimately, nobody learns less. The content learnt is the same and so it’s not very difficult for me to cope up here, though I am still getting used to this system.

Q: How do you find the teachers here?

Ans: Oh, they are very supportive and willing to help me. They teach in a manner that I have minimum difficulty in understanding the subject and the Indian business structure and the intricacies involved in it.

Q: What strikes you the most in the culture at SRM?

Ans: It is the relaxed attitude of people here that I like the most. I don’t have to rush through things and I can do things at my own pace. The system is very flexible and student friendly. We can just walk into the Dean’s office and talk to her as opposed to our university where I have to take prior appointment and this really appealed to me. The teachers are really friendly here!

Amit Suman does Varsity proud at Berlin conference



Amit Suman

Over 200 scholars from over 70 countries took part in the 6th International Conference on Technology, Knowledge and Society that was recently organised at the Freie University in Berlin, Germany. **Amit Suman**, III Year Automobile Engineering student from SRM University was the only student chosen from India, to participate in the conference, where he presented a paper on magnetic suspension system. **R.Krishnan** of Spectrum spoke to him regarding his experience. Excerpts:

Question: What is your paper about?

Answer: It is about a new type of suspension system called magnetic suspension system, where there are magnets instead of the springs that we use today. It is advantageous as these magnets have same poles towards each other, making them non contactable. It has the properties equivalent to current spring suspension. Therefore, there is no heat formation and the efficiency of the engine is greatly improved.

Q: How have you benefited from this opportunity?

Ans: As the majority of the participants at the conference were Professors or Research Scholars, I got to interact with some of the best brains of the world. I also got to meet like minded people from different countries and interact with them. Besides, I acquired some good acquaintances that would be helpful for me in future.

Q: How has SRM helped you in this initiative?

Ans: My professors guided me a lot, especially my Head of the Department, Prof. Leenus J. Martin. The University provided partial funding of Rs. 41,000 to me. Besides, I received unending emotional support from my friends.

Q: What would be your suggestions to your juniors?

Ans: I would ask them to be as innovative and creative in their thinking as possible. I believe that this is a quality one must develop, in order to succeed at the international front. I strongly believe that we must all definitely do something for our own country and therefore urge everyone to work towards that.

Q: What are your future plans?

Ans: I plan to start building the hardware structure of the magnetic suspension and make many more improvisations on it. I am also thinking of taking it up as my final year project. After that, I look forward to pursuing an MBA from a prestigious university, or take up a job, depending on my inclination then.

National seminar on recent advances in pharmaceutical sciences

Dr. Ilango Vice Principal, College of Pharmacy, SRM University, participated in the National Seminar on Recent Advances in Pharmaceutical Sciences.

He suggested constructive ideas on Bio-active guided isolation of active constituents from plant extracts to staff, students and research scholars from pharmacy academy and the industry.

The programme was held recently at Adhiparasakthi College of Pharmacy, Melmaruvathur, Tamil Nadu.



Some of the prize winning photographs.

Four Arts College students click and paint to win prizes

Annual 3-day expo, Olichidaral-2010, held at Lalit Kala Academy

By A Spectrum Reporter

Four Visual Communication students of SRM Arts and Science College, Kattankulathur, recently bagged the top prizes in the painting and photography competitions held during the current academic year.

Announcing this during *Olichidaral*, the annual 3-day photography and painting exhibition of the College held recently, the Principal Dr. Subburam said, "Of the four students M Dinesh and E Manoj Kumar (both I Year B.Sc. Viscom students) won the first and second prizes re-

spectively under the painting category, while M Bharadwaj (II Year B.Sc. Viscom) and Arif (III Year B.Sc. Viscom) bagged the first and the second prizes respectively for snapping the best photographs during the current academic year."

Mr. Kathir, Editor of *Dinakaran*, distributed the prizes.

This year more than 165 students exhibited their works of 150 photographs and 130 artworks during the expo that was held at Lalit Kala Academy in Chennai, said Mr. P. Natarajan, Head of the Department of Visual

Communication.

Among those who attended the expo included Arivalagan, director of the movie *Eeram*, acclaimed cinematographer Rajesh Yadav of the Tamil films *Pokkisham* and *Raman Thediya Seethai*.

During the exhibition, a printing workshop was conducted, while Mr N. Rghunathan, Chief Photographer of *The Hindu*, delivered a lecture on photojournalism.

The exhibition came to an end in the presence of prominent cinematographer Gopinath of *Vettaikaran* and *Kuruvu* fame.

SRM students shine at Kshitij'10

The SRM flag soared high yet again. The team, comprising **Mohita Gupta**, **Gaur Soma**, and **Dhananjay Sharma**, made SRM University proud by bagging the fourth place in the event 'The Senate' at IIT Kharagpur's annual tech fest KSHITIJ'10. All three are II Year engineering students belonging to the Departments of Mechanical, Electrical and Instrumentation, and Electrical and Electronics, respectively. They had won at

the Youth Parliament competition during Aaruush'09 and hence received a wild card entry to KSHITIJ'10. Taking time off their academic schedules, the three spoke to **Spectrum's Rahul Walia** recently. Excerpts:

Question: What was the event The Senate all about?

Answer: It was very similar to the Youth Parliament in many ways except for a few changes. In the first round,

each team was expected to propose amendments to two bills. It is similar to what lawmakers do in the parliament. In the second round, two of the team members got an opportunity to speak on a subject. The third was a jury round and we had to answer a questionnaire prepared by the other 20 finalists and rate the other teams. The last round involved passing of the bills after intricate scrutiny.

Q: Which other colleges took part in the event?

Ans: There were 20 other finalists. Most of the teams that took part were from law



Milan 10 The excitement

... celebrating life

By Deepak Pinninty and Siddharth Panicker

Over 2,500 students from over 70 colleges sang their hearts out, danced till they dropped dead, sashayed on the ramp, screened their films or simply said Hallablol for three full days.

From the moment Actor Vijaykant declared open this year's edition of *Milan 10* at the Kattankulathur campus of SRM University the adrenaline rush began. The after-effects of the rush are yet to die.

Hundreds of participants danced till they went mad with excitement during *Adaptune* as Chennai's popular DJ Prashant mixed the pulsating music. Prashant is generally spotted at the city's hotspots like Havanna, Opium and Dublin.

Madhouse from Madras Christian College lived up to its image and drummed its way to win this year's *Battle of the Bands* in two

categories. Their song *Chinese Girl* became a rage at Milan and they clinched a deal with a leading record company as their reward.

The event was a host to *Moshpit* and *Band-e-matram*, the Western and Eastern musical band competitions. A 100 plus teams strummed and rocked their way into the hearts of the music aficionados.

Other musical events were light music, classical music and instrumental. All these were solo events, which saw high participation.

Twenty teams took part in *Choreonite*, where the team from AMET College staged a mythological musical on Karna, the character from the Epic *Mahabharat*, trying to learn archery in the guise of a *Kshatriya*. Several teams had mesmerising themes. For instance, KCG College of Engineering had a dance sequence at an airport.

When Karthik, of the *Behka*

fame, opened his show by belting out the popular song *oru maalayi* . . . the audience brought the roof down. For the next few hours, Karthik and his band captivated the audience with foot-tapping songs from Tamil, Hindi and Telugu films. The crowd, for the most part, sang in synch with the singer as he crooned popular numbers, both old and new.

Bombay Rockers, the much celebrated duo, Navtoj Singh and Thomas Sardof, made a mark in Indi-Pop. Presenting the perfect blend of bhangra and rap, they performed smash hits like *Rock the party* and *aari aari*. The DJ, Ankit Khanna and the drummer provided excellent beats. Audience went into frenzy and danced without restraint, enjoying themselves like never before.

After the rocking music, models set the ramp afire during the fashion show. Displaying jackets, jeans and cowboy costumes, the



lingers on

team from the Institute of Marine Engineering walked away with the first prize for their theme *Comrades*. Other teams sashayed with coats, blazers, caps, bracelets and a lot more.

Models made efficient use of the simplest of styles looking hep. The show tested the ability of the showcase the designs appealingly. Each team had different themes like *Comrades*, *Indo-Western* and *Genres of Music*.

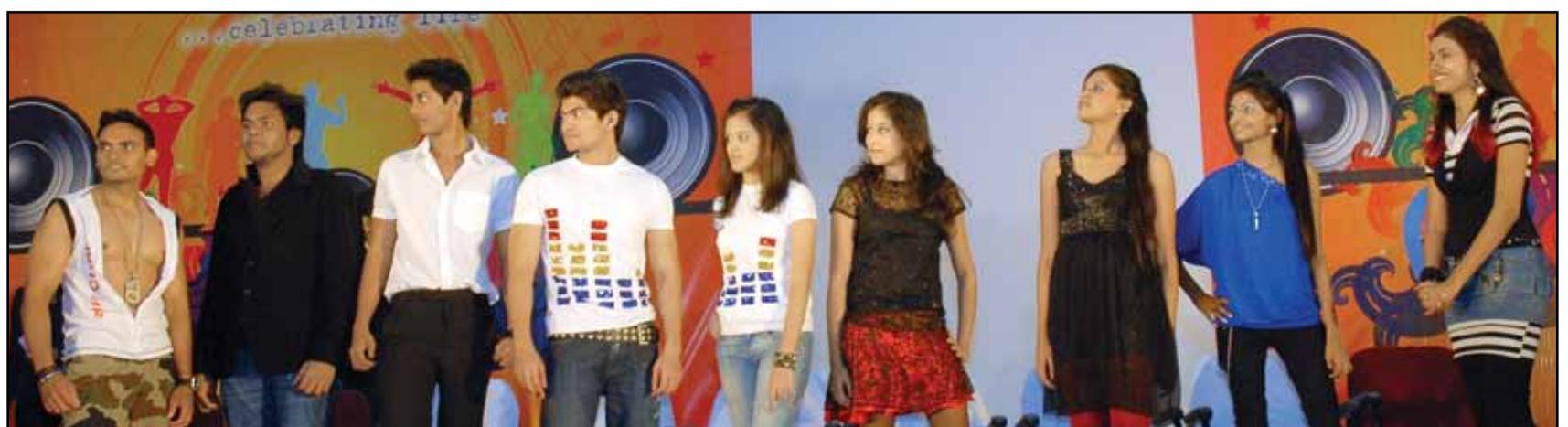
Shifting from the ramp to the street, eight teams said *Hallaboi* (Street Play). Socially relevant themes like unemployment and illiteracy dominated this event drawing huge crowds. Competition was stiff as participants did stand-up comedy, mono-acting and skits.

From street to the silver screen, message-packed short-films wooed the judges, Mr Unni Nair and Mr R J Gautam.

Competitions in folk dances, duet dance, photography, wall-painting, hair styling and face painting were events that put to the fore certain cultures from across India and the world.

Guests of the Valedictory function, Mr S P Charan (singer), actress Nikita and TV actor Gopinath enthralled the participants of *Milan 10*.

The curtains are down but the excitement lingers on.





Students at SRM Tech Park

Quality goes with quantity at SRM University placements.

SRM - A gateway to global placements with top salaries.

2010 Batch - Top salary Rs. 1 crore per annum (US\$ 200,000)

Seagate Technologies, USA offered Rs. 1 crore per annum (US \$200,000) to SRM's Nanotechnology Research Student Mr. Shivaraman, who was sponsored to Carnegie Mellon University through our Semester Abroad Program

2009 Batch - Top salary Rs. 45 lacs per annum (US\$ 89,000)

Oracle, USA offered Rs. 45 lacs per annum (US\$ 89,000) to SRM's Computer Science Student Mr. Sahil, who was sponsored to MIT through our Semester Abroad Program

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Architectural Engineering	Infrastructure Engineering
Automobile Engineering	Instrumentation & Control Engineering
Bioinformatics	Mechanical Engineering ●●●
Biomedical Engineering	Mechatronics
Bioprocess Engineering	Nanotechnology
Biotechnology	Nuclear Engineering
Chemical Engineering	Software Engineering
Civil Engineering ●●	B.Arch ●
Computer Science & Engineering ●●●	B.Des (Interior Design)
Electronics & Communication Engg. ●●●	MBA ●●●
Electrical & Electronics Engineering ●●	PGPM
Electronics & Instrumentation Engg.	MCA ●●
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Geo Informatics	M.Arch (Architectural Design)
Genetic Engineering	

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ELIGIBILITY: **B.Tech:** A pass in 10+2 or its equivalent and (a) For all programs: Minimum 60% aggregate in Mathematics, Physics & Chemistry (b) For Bioinformatics, Biomedical Engineering, Bioprocess Engineering, Food Process Engineering, Biotechnology and Genetic Engineering: Minimum 60% aggregate in Biology, Physics and Chemistry. **B.Arch:** A pass in 10+2 or its equivalent having a minimum total aggregate of 60% with English and Mathematics as subjects of study and a minimum score of 40% in Aptitude Test in Architecture (ATA), conducted by SRM University as a part of SRMEEE.

PG programs: A pass with minimum aggregate of 60% in the qualifying examination. For details, visit www.srmuniv.ac.in

TEST CITY CENTERS: 120 centers across all states in India. For addresses, visit www.srmuniv.ac.in

NRI / Foreign Students to apply visit www.srmuniv.ac.in

IMPORTANT DATES: Last date of receipt of applications: 9th April 2010
Entrance Examination: 2nd May 2010

ACADEMIC ENVIRONMENT

National & International faculty members, flexible and dynamic curriculum, exciting research and global connections

DIVERSITY OF STUDENTS

80% of students are from outside Tamil Nadu, including students from Europe, China, Nigeria and other countries

SEMESTER ABROAD PROGRAM

Over 150 students sponsored to 35 foreign universities like MIT, Carnegie, UC Davis, Warwick and Western Australia in 2008-09

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SRM UNIVERSITY
(Under section 3 of UGC Act 1956)

By Trisha Anand

Sixty SRM University engineering students are on a mission since August 2009 to put a nano eye in the sky to study climate change and measure the concentration levels of green house gases on the planet.

And they got a pat for their satellite designing skills from none other than the Chairman of Indian Space Research Organisation, Dr. K Radhakrishnan, who recently visited the Kattankulathur campus of the University for a Review Meeting.

The SRMSAT Project is part of ISRO's initiative to launch 100 nano and tiny satellites into space to minutely study the earth.

Impressed with the designs presented to him, Dr. Radhakrishnan complimented the student design team saying, "Working on a satellite project is like doing an MS programme at an Indian Institute of Technology. It is a great opportunity for students to work on such projects. Today, I feel as if I am sitting at a meeting in the ISRO Satellite Centre."

Congratulating the SRM team, the ISRO chief advised the students to maintain the consistency throughout and ensure that the 10.14 kg satellite passes the standard tests. "If the final designs, hardware and the fabrication meet ISRO requirements, we

Nano eye in the sky getting ready for lift off

60 SRM students showcase their designs of a 10.14 kg satellite to ISRO chief; get a pat



Students involved in the project with the Chancellor, Vice-Chancellor, the Pro-Vice Chancellor and the ISRO chief.

can think of a July date for its launch," he announced to the joy of the SRM students.

"Students wishing to pursue a career in space sciences have excellent opportunities awaiting them today," he observed.

Appreciating the students for proving their mettle by designing the satellite in six months, the Director for

Small Satellites at ISRO, Dr Raghavmurthy, said, "Actual learning happens in projects like this, where students can not only develop ideas but also gain management skills."

Dr Raghavmurthy, who had been interacting with SRM since September 2008 for the satellite initiative, further felt that if more institutions and students come forward to share the responsibility in

space science, India will soon become self sufficient in this sector.

While thanking the ISRO chief for his appreciation, SRM University Chancellor T R Pachamuthu sought the assistance of Dr. Radhakrishnan for setting up a Centre of Excellence for space studies in the country.

Earlier, explaining the details of SRM's space initiative, Project Architect Prof. M Loganathan, said, "After signing the Memorandum of Understanding with ISRO in August 2009 during a meeting at the Vikram Sarabhai Space Centre and ISAC, we created eight teams comprising Payload, Structure, Power, Attitude Determination and Control System, Telemetry and Telecommunication, On board Computer, Thermal and Ground station, and System Engineering."

Some of the students, who have been involved in the project since inception include Abhishek, Aishwarya, Apoorv Agarwal, Ashok, Buddha Dev, Himanshu Shekhar, Ratnika Rastogi, Rohit Patnaik, Rohit Raz, Saikat Gupta, Sandeep Mani Tripathy, Sanjay Srikanth, Sarwesh Narayan Parbhat, Shashi Poddar, Sindhu Mannava, Vishesh Kumar Burnwal.

"Four other engineering students were recently inducted into the project," added Prof. M Loganathan.

Director for Research, Dr. Narayana Rao, chaired the Review Meeting, which was attended among others by Vice Chancellor Prof P Satyanarayanan, Pro Vice Chancellor Dr T P Ganesan, Advisor Prof. Manik Sahani, Director for Engineering & Technology Dr. P.K.A. Muniswaran, Deans, faculty members and students.



AIESEC offers internships abroad

By R.Krishnan

The Chennai Chapter of AIESEC is scheduled to organise internships abroad for students who wish to experience different cultures across 110 countries.

The opportunity is also open for students from universities across Chennai, to become a member of AIESEC, which is a student-run, non-political, and a not-for-profit institu-

tion providing a platform for youth to develop their leadership potential.

The United Nations supports AIESEC, which has its presence in over 110 countries and has over 35,000 members worldwide. The students have an opportunity to go on an internship that changes their outlook completely. On being selected, students can choose a specific country for the internship /

exchange programme on the basis of the budget, preference and the nature of work of the exchange participant.

Students interested in the exchange program and/or the membership can call R.Krishnan on +919840073936 for further details or e-mail him at krishnan.aiesec@gmail.com.

AIESEC stands for *Association Internationale des Etudiants en Sciences Economiques et Commerciales*. However, according to the organisation's website the French acronym is no longer used by the organisation, since AIESEC expanded to areas beyond economic and commercial sciences.

Of changing demographics and health issues

By A Spectrum Reporter

The Indian Public Health Association's (IPHA) Tamil Nadu Chapter was launched recently during the two-day national-level seminar on Micronutrient Malnutrition to bring all public health professionals onto one platform and help prevent health problems on a mass scale.

Prof Satish Kumar, Dean, School of Public Health, SRM University, welcoming the audience, said, "We expect this Chapter to focus on the coverage issues leaving behind the problems

related to health. The Chapter will identify the various problems among different communities and prioritise them."

Stressing the need for the Chapter in Tamil Nadu, Dr. Satish Kumar, Chief UNICEF Field Office of Tamil Nadu and Kerala, said, "The Chapter is expected to safeguard the identity and the scope of the work of the public health professionals, change demography that affects the accessibility to various areas, empower the people to participate in health programmes that affect their life pattern." He was delivering his

By Shruti Iyer and
Menorca Chaturvedi

Ten engineering students of SRM University who went to various universities in the United States and Europe to acquire new insights into their field of study recently returned to Kattankulathur as enlightened human beings.

Says Aarti Krishnan, III Year Bioinformatics student, "My stay at the University of California, Davis (UCD) gave me a whole new perspective towards learning and living. I learnt how to focus more on gaining knowledge and apply it to wherever possible. Today, I am comfortable with people from different countries. The free system there invokes a sense of independence and responsibility in us."

Encouraging more SRM students to benefit from Semester Abroad Program and broaden their horizon of learning, Aarti suggests, "Be mentally prepared for a lot of work and do sufficient ground work before you leave. One must remember that grades, though important, do not play any role in measuring one's calibre."

Some key lessons the SAP students learnt during their

They went abroad as Rajus but returned as Ranchos



L-to-R: Aarti Krishnan, Puneet Singh, Ankur Diwakar, Vikkram Jangid, Harishankar Elayidam.

stay abroad were that they had to be consistent, hard working and original in their studies. Plagiarism was a strict no no as it was severely dealt with.

Flexibility and hands-on experiential learning process were vital to adjust and succeed in the education system abroad, say the SAP students in unison.

Says Puneet Singh, III Year Information Technology student, "The orientation that we received at UCD under the Global Study Program not only helped the 200 international students to live in an open atmosphere but also made us understand what was expected of us. It introduced us to their working pattern."

This encouraged many of them to take up three to four

specialised courses that included project works. Sharing his experience at Massachusetts Institute of Technology (MIT), Divyans Mahansaria, IV Year Computer Science Engineering student, says, "The system at MIT is more practical oriented. Conceptual questions were asked in the exams to test the student's actual grasping of the subject."

Adds Divyans, who got a

said. That spurred them on to fine tune their skills through hands-on learning process.

The League classes, held twice a week in the Electrical Sciences Block, are learner-friendly and deal with topics like microcontrollers, quadrotors (UAV), microcopeters and motors.

"We have designed the classes to make the students develop manual (hand-operated) and autonomous (wireless) robots. The best part of the classes at the League is that there is no defined knowledge sharing process and it encourages a continuous flow of ideas to learn without barriers," says Akash. The three robo mentors are now confident that the members of the League are skilled enough to take part in competitions like Robolympix '10 and other events outside the University. "We keep the members motivated and update them on the upcoming events in robotics," says Bibek.

recommendation from his project supervisor, who is a principal scientist at MIT, "I presented a research paper in one of the prestigious international conferences at Cambridge in Boston. My work was acclaimed and I continue to work on my research with a University of Boston Professor whom I met during the conference."

Sharing his experiences with *Spectrum*, Amogh Subramanian, III Year Mechanical Engineering student, said, "I got to understand the global auto industry much better after my stint with the Han University, The Netherlands."

The highlight of Subramanian's stay at the Han University was that he was invited by the Dutch officials to lecture on the investment opportunities in India.

Others who joined the SAP include Ankur Diwakar (University of California, Davis), Anup Samuel, Samarpan Shyam and Ravi Teja (Massachusetts Institute of Technology), Anirudh Anand, and Ashok. K (Han University, Netherlands). Two other students, Vikkram Jangid and Harishankar Elayidam, who went to UC Davis, extended their stay there, opting for another semester.

Robo League buzz sweeps across campus

By Deepak Pinninty

Robotics is the new buzzword on the Kattankulathur campus of SRM University.

Thanks to two robotic aficionados, S. Akash and Bibek Kabi, over 100 engineering students of the University had made a beeline to the tutorials offered through the Robo League.

“The idea of the Robo League took shape when a large number of students started signing up for the tutorials,”

The two robo wizards, who are III Year students of the Departments of Computer Science Engineering and Electrical and Electronics Engineering respectively, joined hands with Amit Suman of

the Department of Automobile Engineering a year ago, to learn on their own all about robots and share their knowledge with other enthusiasts on the campus.

The idea of the Robo League took shape when a large number of students started signing up for the tutorials. The League is now an integral part of the Robotics Club of the University and is supported by Beatrix Solutions an SRM alumni initiative. "While teaching, we started gaining new insights into the world of robotics when our pupil began throwing up new ideas," they

Of changing demographics...

↳ P5

Keynote Address at the function. He also added that the two major challenges faced by public health department were affordability to capture market and access of any entry barriers in public health professionals.

Explaining about the female literacy rate and other sectors where Kerala is far ahead of Tamil Nadu, Dr Elango, Director, Public Health, Tamil Nadu Government, in his inaugural address, said, "In the field of Public Health Centres Tamil Nadu stands equal to Kerala."

Dr Sandip Ray, a Professor in Community Medicine and former General Secretary of IPHA, also presented slides showing the vision and the history of the association.

Robolympix '10 on March 13

SRM University is gearing up to host the second edition of Robolympix '10 on March 13 and 14. The megaolympix is set to challenge competitors in 12 events this year, compared to the nine in the last edition. Competitors will have to showcase their skills in the areas of mechanical, electronic and the computational efficiencies of their robots at the two-day fest. For more details click on www.robolympix.net.

Speaker urges students to guard ...

↳ P1

Convocation was a special one this year as SRM was celebrating its 25th year of establishment.

Stating that innovations in the teaching and learning process have become essential, the Vice Chancellor said, "We look back with pride on the achievements we have made so far in the fields of research, dual degrees, community development, infrastructure, faculty development, institute-industry in-

teractions, Semester Abroad Programs and scholarships in sports and culture."

While stressing that the University has a long way to go, the Vice Chancellor said, "We are looking into the future and we are taking up new initiatives like the introduction of programmes that included Infrastructure Engineering and Nanotechnology from 2010 and setting up of a 15-metre high meteorological tower on the campus in association with Indira Gandhi Centre for Atomic Research

to monitor atmospheric and environment changes."

In addition, the University is setting up a Private Industrial Park to provide industrial exposure to its students, a SRM Research Foundation, and international accreditation, he said.

The University is also gearing up to launch its Nano satellite, in collaboration with ISRO in July 2010 to monitor the greenhouse gases and to host the 98th Indian Science Congress in January 2011, which the Prime Minister of India is expected to inaugurate.

The Lok Sabha Speaker then conferred the Honorary Degree of Doctor of Science (D.Sc), **Honoris Causa**, on Dr. K Radhakrishnan, ISRO Chairman, in recognition of his achievements in the field of space technology.

In his acceptance speech,

“University is also gearing up to launch its Nano satellite, in collaboration with ISRO, in July 2010 to monitor the greenhouse gases and to host the 98th Indian Science Congress in January 2011”

Dr. Radhakrishnan called on the students to take up space as their career. "India made rapid advancements in the field of space technology and with the launch of Chandrayaan-1 and the detection of the presence of water on the

lunar surface, space studies offered immense potential," he explained. In this connection, he stressed on the tie-up between ISRO and SRM University for developing a nano satellite that will be sent into orbit soon.



SNIPPETS**Letter from Vadapalani****Exposure to soft skills**

The MBA students of the Vadapalani campus of SRM University recently got exposed to the soft skills needed in a corporate environment, the techniques of preparing a CV and got tips on how to face an interview from Ms C. Sagayamarvizhi, the Lead Training and Development Team at SIFY Technologies. She also conducted mock interviews for the benefit of the students.

Management tips

The MBA students got practical tips on disaster management, people management, logistics management and financial management from Mr. Karpoorasundar Pandian, a retired IAS official. Mr Pandian said that without the support of people, nothing is possible.

Corporate etiquette

Mr. Davidson D, Senior Vice-President, HCL Technologies, briefed the MBA students on *Learning to manage self* in a corporate world. Apart from professional skills, climbing the corporate ladder requires business etiquettes like the dress code and personal hygiene, he said. Stressing on the importance of the communication skills, he said, "Effective communication involves only seven per cent of spoken words, 38% of voice tone and 55% body language."

Threat from spurious drugs

Indian pharma industry is facing a major threat from the unorganised sector that manufactures various drugs and dumps them in the market in competition to the certified drugs, and people go for the spurious drugs as they have the cost factor in mind, according to Mr. Balakrishnan, Head - Institution Business, Novartis. Speaking on the topic Scenario of Pharma Industry, recently at the Vadapalani campus, he told the MBA students that health care expenditure on an average in the world is around 9.3% but in India it is as low as 4.5%. This is a cause for concern, he added. However, he said that people are becoming more aware on the need for proper health care management and they are ready to spend money for health, Mr. Balakrishnan added. Explaining that the retail sector of the pharma industry is now witnessing a boom, he said institutions like Apollo and Muthu pharmacy are expanding their outlets across the country with focus on customer satisfaction. Later, a video presentation on the time management skills of the Mumbai *Dabawallas* was shown.

(Compiled by A Spectrum Reporter)



Members of Team conrods giving finishing touches to the vehicle.

On the move again!

By Shiv Prakash and R.Krishnan

Team Conrods has concluded another journey with the completion of their off-road all-terrain vehicle (ATV) "CONROD ver 2.0". This vehicle recently represented SRM University for the second year running at the mean and unforgiving race track at Pithampur, Indore. Though the team got knocked out of the race on technical grounds, its excellence in designs and fabrication was well appreciated.

The Conrods fabricated Baja vehicle is yet another piece of sound engineering practices and weighs around 300kg and is of 104" in length. This off road vehicle with an aggressive macho look and rugged design is all set to hit the roads and clash against the roughest of terrains nature has to offer.

Baja SAEIndia is the event that attracts all major automotive industries and the most popular media men alike. The event focused on

the fabrication of a single-seater off-road vehicle that is safe, ergonomic and fun to ride.

The Conrods cleared three phases of selection to be able to be able to get a chance to turn their dream design into reality.

The journey of the team dates back to March 2009, when the design team started the tedious process of consolidation of resources, analysing customer needs and coming to the conclusion regarding the basic design parameters.

Innovations like a four-wheel steering, collapsible steering column and a composite spring-damper assembly are ones the team had stuck to during the whole design process and these have been successfully applied over the fabrication.

The team is made up of a group of final year student-designers of the School of Mechanical Engineering with prior experience in the design, manufacturing and

production procedures, and the fabrication team with intense urge to create something to win.

As the Conrods say, "The Conrods is not just a team; it's a feeling; a feeling that endures to win; and to win it with dignity."

Team Conrods has always been considered as a brand in and out of the campus and as the team that has yielded sound automotive engineers in the past few years.

The Conrods are a group of passionate automotive engineers who revel in serving the Indian automotive industry with supreme excellence and commitment to organizations like ARAI. (Automotive Research Association of India), NATRIP (National Automotive Testing and Research and Infrastructure Development Project) and M&M (Mahindra and Mahindra).

Like any brand, the Conrods proudly extend their face value to their sponsors and associates like STING (apparel sponsor) and NDTV Hindu (media associate). Brand The Conrods is something that every student in the campus wants to be a part of.

The level of interest from the students of SRM University is something that is highlighted by the number of applicants who registered for the Conrods team selection. A team of 25 people were selected out of a total of 230 applications.

shine at Kshitij'10...

↳ P3

colleges. The few engineering colleges that took part were National Institute of Technology, Tiruchi and Indian Institute of Technology, Kharagpur.

Q: How tough was the competition?

Ans: Very tough. Being engineering students, we found it difficult to get into the intricacies of these bills. Taking this into account, the teams from law schools had an edge over us. However, we picked amendments from the point of view of engineers and presented the same.

Q: How did you prepare?

Ans: There was no special preparation. We took this competition like any other debate, where we were given the topic and told to do our research. We kept to do our research. We kept to the format and made sure our research was extensive.

Q: What did you learn from this experience?

Ans: This competition exposed us to the judicial system. It made us more aware as young citizens. We realised how the youth could play a vital role in the law making process.



Team Conrods

SRM Scores big at Bangalore

By E.Kanimozhi

Participating in the tournament conducted by the Bangalore Jain College, SRM University came away with multiple wins in Basketball, Volleyball and Shuttle Badminton.

In the final tally it was the Men's team that came away at the top position in Basketball with the Women's Team securing the Third Place; the SRM Men's team scored first in Volleyball with

the Women's team in Shuttle Badminton coming away at the top place.

Prizes were awarded to one best player in each category: Senthil Murugan, a First Year B.Com student for Men's Basketball; B. Sharmila Begum, First Year M.A. Journalism and Mass Communication; Anandh, a Second Year B.Sc ISM in Men's Volleyball and Archana a Second Year ECE student walked away with the honours.

All India inter Collegiate tournament Organised by Jain University, Bangalore 21-1-2010 to 25-1-2010

Volleyball Men Result

SRM University beat Loyola College, Chennai

Score: 25/22, 25/14

SRM University beat Surana College, Bangalore

Score: 25/17, 25/14, 25/19

SRM University beat Vel's University, Chennai

Score: 25/12, 25/12, 25/17

Final Result

SRM University beat Sathyabama University, Chennai

Score: 25/20, 25/19, 25/16

Best Player : R.Anandh, II Year BSC ISM

Basketball Men Result

SRM University beat Surana College, Bangalore

Score: 62 – 30

SRM University beat St Josephs Commerce College, Bangalore

Score: 52 – 37

SRM University beat All Green Club, Sri Lanka

Score: 69 – 23

SRM University beat Christ University, Bangalore

Score: 62 – 50

Final Result

SRM University beat Jain University, Bangalore

Score: 63 – 40

Best Player : Senthil Murugan, Iyear, B.Com.,

Badminton Women Result

SRM University Beat Mount Carmel College, Bangalore

Score: 2 -1

Final Result

SRM University Beat Jain University, Bangalore

Score: 2 – 1



The winning women's badminton team with The Chancellor and Vice-Chancellor.



Men's Volleyball team with the Chancellor, Vice-Chancellor and top University officials.

All India Inter collegiate Tournaments

Volleyball Men league and Super league Result

Organised by Pondicherry Engineering College, Puducherry

SRM University beat Achariya College, Puducherry

Score: 25/10, 25/14

SRM University beat Pondicherry University, Puducherry

Score: 25/12, 25/13

SRM University beat Achariya College, Puducherry

Score: 25/9, 25/11

Final Result

SRM University beat Jamal College, Trichy

Score: 25/20, 25/14



The Men's Table Tennis team with (from left to right) Director, Faculty of Science and Humanities and Sports, the Chancellor, the Vice-Chancellor, the Registrar and Sports Advisor.

All India Inter collegiate Tournaments

Organised by Pondicherry Engineering College, Puducherry

Table tennis Men Runners up

Semifinal Result

SRM University beat Pondicherry Engineering College

Score : 2 - 0

Final

SRM University lost to SSN Engineering College

Score : 1 - 2

SRM Arts College Badminton Men excel

International Sports Festival Rivera 2010

Organised by VIT University, Vellore

SRM Arts College beat Kumara guru College, Kumaraplayam.

Score : 2 - 1

Semi final Result

SRM Arts College beat

Cochin University, Cochin

Score : 2 - 0

Final Result

Defending Champion SRM

Arts College beat Manipal

University.

Score : 2 - 0

FREEWHEELING

SPECTRUM

TRENDZ...

Trendy tresses

By **Sharoni Mitra and Moen Sen**

It's a new year, a new semester and just the right time for a new look. As shown by SRMites, the easiest, best and most trendy way to get one is by changing your hairstyle! This goes way beyond the conventional trim every six months. It's now time for steps, lasers, feathers, fringes and layers.

The hot favourite among girls this semester seems to be the layered look. No matter what the length, layers bring in a touch of preppiness. According to stylists, this cut helps to keep split ends at bay. The bounce it adds to your face is another reason why it has topped the charts. However, to get that extra head turn, one needs to

be a tad bit bolder and experiment with colours, extensors, straightners and accessories. Blues, Greens, Reds and Yellows have finally beaten the Browns and the Purples.

Not to be left far behind, the boys have finally given up the customary spikes and moved over to newer (and neater) areas of the Crew cut. It's smart, manageable and doesn't need long hours in front of the mirror. Yet, those with a wild edge have gone in for the Mohawk style. It's new and helps you get spotted from a mile away.

All said and done, an eternal favourite among boys and girls alike is still the poky straight hair. Forever in fashion and giving a suave and chic look, the straight hair look can never go wrong.

TECH TALK

Avatar: The technology behind the scenes

By: **Varun Krishnan**

James Cameron's Avatar has created waves across the globe with its cutting edge, state-of-the-art visuals. Here is what made the movie so special.

The making of the movie began in the late 1990s but was shelved till 2006 because Cameron had to wait until he found the necessary technology to turn his dream into

reality.

The director created photo-realistic computer-generated characters by using motion capture technology, on which he worked for 14 months. Unlike previous systems, where the digital environment is added after the actors' motions have been captured, Cameron's new 'virtual camera' allows him to observe directly on a monitor how the actors' virtual counterparts interact with the movie's digital world in real time and adjust and direct the scenes just as if shooting live action.

"It's like a big, powerful

game engine. If I want to fly through space, or change my perspective, I can. I can turn the whole scene into a living miniature and go through it on a 50 to 1 scale," says Cameron.

Avatar was filmed with newly developed stereoscopic cameras that simulate human sight. Cameron also came up with an improved method of capturing facial expressions. The tool is a small, individually made skull cap with a tiny camera attached to it, located in front of the actors' face which collects information about their facial expressions and eyes, which is then transmitted to the computers. This way, Cameron intends to transfer about 95% of the actors' performances to their digital counterparts.



HOT WHEELS

Bonneville T100 - Sriram's Triumph



By **R.Krishnan**

T. T. Sriram, IV Year Biotechnology student, owns a 2003 Bonneville T100 of Triumph Motorcycles, which is a British motorcycle manufacture company. The century-old company has had a history of creating motorcycles that turn into design classics.

Being the bike enthusiast that he is, Sriram takes excellent care of his 790cc parallel twin cylindered beauty. The motorcycle also has two carburetors and a chain drive. Sriram believes that his T100

“The century-old company has had a history of creating motorcycles that turn into design classics”

packs quite a punch with its enormous power of 70 bhp. The design of the bike is classic and very attractive having some similarities with the stylish café racer bikes. The seating posture is also very comfortable and ideal for long distance travel. Another asset of this bike is its utility. It can move comfortably on any kind of terrain. Apart from motorcycles, Sriram is an excellent guitarist and part of a rock band called Skrat.

Sriram has made several modifications onto his T100. The foot rests have been pushed back to allow a little more lean angle on the corners. The handlebars have

been lowered a bit and two stain tune exhaust cans have been installed which bestows the much desired thump sound distinguishing it from any other bike on the road.

The motorcycle is special to Sriram in ways more than one. His father's first motorcycle was a 1969 Bonneville 650cc twin. It is therefore a special feeling for him to own a similar motorcycle. His bike has been his companion on many a long rides to Pondicherry, Bangalore and other nearby towns where he rides it peacefully, away from the city bustle. He looks forward to many more long trips on his Bonneville T100.

HOTSPOT

Of placements and soothing nerves

By **Nivedita and Shreya Chandrasekhar**

With the placement season on, the Dr T P Ganesan Auditorium has become the most happening place on the campus. The auditorium is constantly abuzz with activity. Tired faculty and placement officials of SRM University, interviewers from different companies, and nail-biting interviewees walk the corridors of the auditorium.

The hectic placement pro-

cedure includes a written aptitude test and an interview round. The results for the written tests are announced within an hour's time. Since thousands of students appear for the tests, they are divided into batches and they continue to trickle in till late in the night.

To sooth their nerves, students are often found relaxing around the auditorium and watch the fountains aligned in a single row.

