

SPECTRUM

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Remembering... and Respecting

Teacher's Day at SRM

By A Spectrum Staff Writer

Hundreds of faculty members cutting across disciplines gathered at the main auditorium to celebrate Teachers Day on September 5 and in the process listen to what the Chancellor, the Vice Chancellor and other top officials had to say on what it is to be in the profession today.

"I also started my career as a teacher" remarked the Chancellor Mr.T.R.Pachamuthu making also the point that he did not drift into the profession by accident but was by deliberate choice.

Recalling his days as an youngster and as a student who was guided by eminent teachers who reflected several qualities such as discipline, honesty and sincerity the Chancellor paid a high tribute to his mentors for the "Lovely way of taking the students with them".

Painting the scenario of a changed educational environment where students possessed brilliance, the Chancellor urged the teaching community to go the extra mile in ensuring that they will be a "model" for the students.

"Every moment of your presence on campus should mean something", the Chancellor said even while making the point that a teacher should look beyond the narrow confines of the syllabus and examinations.

Reminiscing his days as a toddler and youngster who was "born and brought up in school and waking up to the national anthem" the Vice Chancellor Professor P.Sathyannarayanan said that this Teacher's Day at the SRM University this time around is very special as it is a Silver Jubilee Year. Pointing to the



Now a teacher's role is something extraordinary. They should mould the students for their future. - Chancellor

increased inter-disciplinary nature of the various faculties, the Vice Chancellor called on teachers to encourage students to interact among themselves more.

But he had a message for the teachers as well: "You should be more than a teacher. I would like to see you all as educators. As an educator you will be giving education for life".

The educator, the Vice Chancellor maintained, not only took care of education, they also managed the administration; and hence a teacher is not just for teaching but must get some sense of ownership. He reminded the Deans and the Heads of Department that the agenda is multi-faceted-- "from admission to placement" should be the refrain!

Calling upon the teaching community to have in them a sense of "pride of belonging to SRM" the Vice Chancellor called for a more "student centric and a

more student involvement" approach.

"This is the only place where the product and the consumer are the same", the Vice Chancellor said stressing that the involvement of students must come more through "understanding... not intimidation".

"The role of a teacher is more like (that) of a spark plug... igniting the students and kindling their interest" the Vice Chancellor said making the point that while SRM University has been ranked Number One as a Private University, it should march into being recognized as Number One across the world. "We have to be ranked as the undisputed Number One", the Vice Chancellor stressed.

The Management and other top University officials, the Vice Chancellor said, are working on a SRM Research Institute with an accent on research, academic and industrial, which will be announced formally soon; and plans are

afoot for an industrial park behind the Medical College.

On the issue of scholarships to students the Vice Chancellor maintained that it is very important that this not be seen as a handout and hence the idea of having students working in the Library or in the hostels. "Some say it is not possible, but unless we try we will not know" he said.

"A student should feel he has earned... not given (a scholarship) on account of some reason" the Vice Chancellor maintained.

The Teacher's Day celebrations witnessed several faculty members being recognized for their professional work. The event topped off with the Director of the Faculty of Science and Humanities, Dr. R. Balasubramanian asking the audience to repeat a ten point pledge drawn up by the former President of India Dr. A.P.J. Abdul Kalam commemorating Teachers Day, 2009.

You should be more than a teacher. I would like to see you all as educators - Vice Chancellor

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What they said.... and What they say

On the occasion of Teacher's Day 2009



Honouring SRM Faculty on their achievements

By a Spectrum Staff Writer

"It is not by accident but by choice that I took up the teaching profession... because I was very serious and honest; because I decided myself that I should be in the teaching line"

"Every moment of your presence on campus should mean something"

Remembering his teachers: *"(They had) a lovely way of taking the students along with them (and) that made me come to this profession"*

**Chancellor
Mr. T.R.Pachamuthu**

"I would like to see in all as educators. As an educator you will be giving an education for life"

"This is the only place where the product and the customer are the same"

"The role of a teacher is

more of a spark plug... igniting the students and kindling their interests"

**Vice Chancellor
P.Sathyannarayanan**

"Dr. S.Radhakrishnan was a teacher, scholar, writer and a philosopher. He was highly inspirational... in that sense he was the best teacher"

"We have to come to terms with the changing role of teachers. They have to re-orient themselves in the present day"

"The whole system of education has changed. The teacher would have to be highly knowledgeable with an ability to transfer this to the student; a teacher not only have the sympathy and interests of the students at heart but also act as a role model. This is the main function".

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

"Teachers are perennial students and ceaseless learners"

"As there is diversity in students, there is diversity in teachers"

"A teacher cannot be replaced..."

Advisor Mr.Sahani

"What has not been forgotten on Teacher's Day every year is the changing face of education and the constant challenges it brings about for the community of teachers and by extension the University to which they belong. At SRM we take pride in our teachers and for many reasons—their dedication to teaching and research; the sense of identification with the interests of the students and in a readiness to adapt and change".

"If there is one message coming out at this Teacher's Day celebrations here at the SRM University is a unison of

interests of the student and the teacher in their determination to make a great institution like this to move further ahead. And at the heart of that journey is a realization that the ultimate job of a teacher is to mould the student in a comprehensive fashion.

**Dr.N.Sethuraman,
Registrar**

"In a ever expanding and challenging educational environment, the role of a teacher is multi-faceted. He or she is not only the educator and mentor but also the parent and guardian on campus. The job of a teacher does not cease with the student boarding the bus every evening to go home or going back to the hostel at the end of the day"

"All said and done, it is a two way street. Students have as much to learn from teachers as the teachers have to learn from students. Anything

short of this would seem to make education at SRM Group of Institutions incomplete. What we strive for here is the whole or the total picture... education beyond books and examinations.

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

"The accent on brilliance at the SRM Group which cuts across disciplines and faculties involves both the students and the teachers and hence emphasizes to the teaching community the importance of not only keeping pace with the changing beat but also in ensuring that the fulsome development of an individual is not lost in the process"

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

And so the story goes: Book Fair

By Prashanti Ganesh

The dog-eared and creased pages of books show the connection people have with books. To bring about such magical bonds, the SRM University library organized a Book Fair.

The fair was inaugurated by Dr. T.P.Ganesan, Pro-Vice Chancellor. "This is an opportunity for both the faculty and students to actually see the books that they want to purchase,



The Pro Vice Chancellor Inaugurating the fair.

unlike in the catalogues. This chance can be used to select books for both the library as well as personal use," Dr.Ganesan said in an exclusive comment to *Spectrum*

"Such fairs are organized to cater to the large student and faculty communities. Learning and improvement of knowledge is important and University like this is the right place to hold a book fair" remarked Dr. P.K.A. Muniswaran, the Director of Engineering and Technology.

Teachers and students thronged the third floor of the library to avail the 20 per cent discount offered on all books. While teachers saw this as an opportunity to inculcate reading habits and self-learning among the students, the latter showed interest in books on higher education, competitive exams and specialized subjects.

"The resident students need not go all the way to the city to buy books with options like this." said Mr. Rajendran, Chief Librarian and Organizer of the Book Fair.



Students and faculty Members browsing.

M' Nagar faculties win international acclaim

By A Spectrum Reporter

Dr. R.P. Mahapatra, the Head of the Department of Computer Science Engineering (CSE), Madhavi Karanam, Assistant Professor, CSE and Prashant Mani, Lecturer, Electronics and Communication Engineering, all from SRM University, Modinagar, have had their papers published in international journals and conferences.

Dr. Mahapatra's paper titled *Integrating Generative and Aspect Oriented Technology for the Framework Instantiations* was submitted in 'ICSTE 2008', an international conference held in California, San

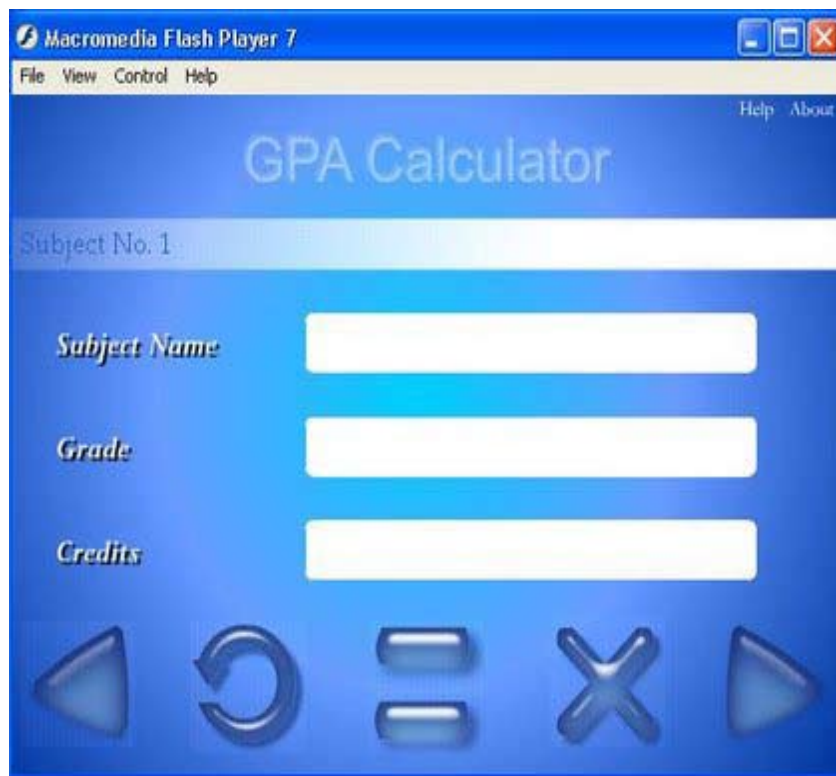
Diego, recently. The paper got the 'Best Research Paper' award for the year 2008.

Another paper *Panoromic Sensor based Blind Spot Accident Prevention System* was recently accepted for publication in the European Journal of Scientific Research and has been selected as the Best Research Paper in WASET, Dubai. He was also the Conference General Chair in the *International Conference on Computer and Network* organised by the International Association of Computer Science and IT recently and in the International Conference on Software Technology and Engineering, held in Chennai.

Happy Birthday, Mr.Chairman...



The Chairman of the SRM Group of Institutions and the Chancellor of SRM University turned 67 on August 24, 2009 - a well known educationist and philanthropist, Mr. T.R. Pachamuthu was greeted by hundreds of well wishers from all walks of life...



The home page of the GPA calculators

Ramapuram student creates GPA calculator

By A Spectrum Reporter

Rajat Kapoor, a Year II Computer Science Engineering student of SRM University, Ramapuram, recently developed a software application for calculating the GPA of students. To calculate the GPA with this application, all that one has to do is type the subject name, grade and credits for every subject. The application displays a summary of the information entered and the calculated GPA.

"I first made this for myself but later

thought that it should be shared with others. The sole aim of making it was to devise a method to calculate the GPA without any hassle and waste of time," explained Rajat.

The application has been created by using Macromedia Flash MX 2004. The application along with an in-built help can be downloaded from <http://sites.google.com/site/rajatstools/>. The flash source (.fla) file is also available for download from the site for those who are curious about the development part of the application.

Drug Information Center Inaugurated

By Ratnika and Rajapavithra

The Drug Information Centre was inaugurated on September 2 in the SRM General Hospital by the Department of Pharmacy Practice. The ribbon was cut by Dr. Shivakumar, Pro Vice Chancellor. Dr. N.Chandraprabha, Associate Director of Paramedical felicitated the Pro Vice Chancellor.

The initiative was taken by Prof. K.S.Lakshmi, Dean, SRM School of Pharmacy as a service given to the SRM Hospital as it is a tertiary care hospital.

The basic function of a Drug Infor-

mation Center (DIC) is to handle and answer queries from health care professionals and patients. The queries which are frequently asked are related to drugs, dosing schedule frequency, side effects of various drugs, adverse drug reaction, drug-interaction, new drugs on trials and disease conditions. Information about anything and everything related to drugs, medicine and health will be provided in the DIC. People seeking information will be required to fill up a form, giving their personal details along with the query.

Working hours of the DIC will be from 8:30am to 3:30 pm. The queries can also be posted at dic_srm@yahoo.com.



Dr. Shivakumar Inaugurating the center

NASA, National Association of Students of Architecture

By: Ritika Agarwal

In its Silver Jubilee Year, SRM University is all set to host the 52nd Annual NASA Meet. The National Association of Students of Architecture, also known as NASA, is one of the largest communities of the students of architecture in Asia.

With over 120 colleges across India, spread over 6 zones, the Association aims at providing a platform for budding architects to interact and grow.

NASA organizes an Annual Convention at the National level where the member colleges across the country take part in various competitions. The Annual NASA Meets are generally held in December.

Since its inception in 1957, NASA has scaled new heights. This year, it is a conglomeration of architectural colleges from India as well as other SAARC countries. SRM University will play host to the SAARC NASA this year.



Each NASA Meet is based on some theme. The events and the competitions of NASA fall into three categories; namely, formal, informal and cultural. The formal events include workshops and seminars conducted by leading architects from all over the world. The informal events consist of various on-the-spot games. The days are concluded with cultural performances, which infuse

life into the students and faculty after the day's hard work.

To participate in the national level fest, the colleges first need to clear the preliminary round which is the Annual NASA Design Competition (ANDC). Once colleges clear this stage, they compete for the coveted trophies. Each college competes for 4-7 trophies. This year the

participating colleges will strive for 9 trophies. The college laying their hands on the highest number of trophies also grabs the 'Le Corbusier' award.

The convention focuses primarily on design competitions. Each participating team puts in a labor of 2-3 months on every sheet before it is sent for the competition.

NASA organizes the fest at

the zonal level also. The Zone 6 NASA includes architectural colleges of Tamil Nadu and Kerala. This year, Zone 6 NASA will be organized by Satyabhama College, Chennai from the 13th to the 15th of September where nearly 20-25 colleges will compete. With the amount of exposure NASA provides, the students of architecture gain an edge over the rest.

By N. LakshmiKanthan
D. Anbu Selvi

Do you want to know how the success will be? Go and ask students and faculties of department of IT who are enjoying the success flavor of Cressida 2k9. Yes, Cressida'09 is a fabulous success with participants of 1500+ from 58+ colleges in and around Tamil Nadu. Here comes the success flavor especially for the spectrum readers.

We the students and faculties of Department of IT put our soul and goal together into a single motto, success of Cressida. We are proud to say that our motto has been fulfilled and all our two months sacrifices have finally got some meaning. Yes, I am talking about the success of Cressida'09.

The beautiful journey of Cressida started in early July, just a month before the scheduled date of the event. The mission of Cressida 2k9 team was to ensure that this year Cressida was more than just another departmental fest. That's why we made our tag line as 'not just a symposium...'. In our zeal to remain

Cressida 2K9

unique and different we decided to stick to a theme for entire Cressida 2k9. And we chose the ancient Greek parchment style design. All the event names, design of posters and banners were all based on this theme. Our first major success was our fantastically designed posters which caught the attention of students and staff throughout and was applauded. The design team was approached by professional designers and that speaks a lot about this talented bunch of kids. We designed our website inside our own departmental website www.srmit.net.

August 7th and 8th became an answer for our dreams. The day came to start off. Huge crowd awaited outside of the New Seminar Hall where the Inauguration of the Grand event Cressida 2K9 is supposed open its true colour. The Chief Guest Ms. Shobana Ravi, Chief Information Officer, TAFE and our Associate Director were extremely happy about the Inauguration

video. We never failed to impress at every moment then. The Memento given again had a special significance as it was designed by the Cressida team.

We took more care in the events. We stood unique in that also with events like 'ZEUS-the mega developer', Mediatrix, Pixelate, etc. To be more particular, we consider ZEUS as the crown of all the events as we had the tag line as 'a search for IT Genius'. The traditional events like debugging and hardware assembly were retained but they were revamped and presented in a completely new, never seen before avatar which left the participants spell bound and impressed. We had a very special thing in Cressida'09, 'Cressida Special'. It is a package of six beautiful events.

- Embedded system work shop
- Animania workshop
- Microsoft road show
- Sun Microsystems quiz
- Exhibition on smart card technologies

- Discussion on patent and copyrights.

One more reason for the success is the way we handled our publicity. Our first and foremost goal is to make the word Cressida popular. Unless the usual case of going and visiting other colleges in and around Tamil Nadu, this time we gave more importance to internal publicity. We setup help desks in various hotspots of SRM for publicizing the events and workshops. We hanged wooden boards in the name of our events all over the roves of canteens and food

courts. We also hanged a set of events board with Cressida symbol on the top which attracted quite number of people. We made a live horse to run on the premises on the day of Cressida. We beautifully handled crowd under the registration desk and with all events especially gaming. The video made by our team also stole a big applause among the audience.

A number of sponsors from the industry and media came together to make the event a grand success!



Aaruush '09... Seen through the pages of "Shin Bun"



All the way...

By: Aditya Kesanupalli,
Deepak Pinninty and
Siddharth Panicker

"Aaruush 2009" –SRM University's National level tech fest was held from the 9th to the 12th of September. This year it was all the more special because SRM University is celebrating 25 glorious years of its existence. The Chief Guest for the Inaugural Function was Mr. Suranjan Pal, Director of the Directorate of Public Interface at DRDO headquarters. The event saw the participation of over 8000 students from 29 states all over the country and from 6 continents!

The four day fest saw various workshops being organized on Ethical Hacking, Robotics and Entrepreneurship by Beatrix Solutions, Sun Microsystems and Mozilla Firefox which witnessed participation of over 600 participants. Apart from these, there were workshops on VLSI & Embedded Systems, and Adobe applications. There

was also a guest lecture by cyber guru Ankit Fadia

The various events in Aaruush were divided into separate domains. One of the major successes of the Praesentatio Domain was the Youth Parliament which had 16 shortlisted teams participating in a debate with topics like corporal punishment and validity of class 10th board examinations. The winners were given wild card entry into IIT Kharagpur's All Asia fest Kshitij. Soch-Think Again was a hit too. Gadgets Expo, Intelligent Systems and Paper Presentation won wide acclaim.

The Fundaz Domain had events like Funstud and Pragmatic Physics which attracted school students too and Varta Yantra, which included re-assembling a mobile phone, was the most talked about.

Bluebook's most hyped event was BioHolic which had a bio-based treasure hunt followed by identification of microorganisms through

a puzzle. The other events under this domain were Verdure 365, Med Expo, Q Chem and Bio Biz.

The X – Zone events were a cut above the rest. Techies 0.9, a technical version of popular TV show MTV Roadies, was the most hyped. The event was a mini Aaruush in itself and had participants tested in almost all categories of the Aaruush events. Game Lords and Clash Of The Titans were major blockbusters too.

The Magefficie category, which tests the business and management skills of the participants, was a great success. Events like Spotlight, Acey Deucey, Ad Mania, The Corporate, Dalal Bull and Apprentice were an absolute success with participants seeing an overflow of registrations!

Robogyan, which poses a challenge to the participants in autonomous and manual robotics, had events like Lost in the Dark, Marco Polo, Auto Man – Maze, Armageddon, Robo Yankees and Micromouse.

Yuddhame, which has been called the ultimate battle of technical geeks, held events like Chilling Factor, Gold Rush, Code Churner,

Linux Poison, Black Hole Concentriques, Conbilliards and Grope 4 Dope, which tested the innovative knowledge of the participants' Logic and Reasoning, Simulation & Programming skills, Cryptology, and Scientific Skills. The winners of Grope4Dope and Code Churner gained a direct entry into IIT Kharagpur.

Konstruktion, the quest for finding the true engineer, had events like Mad For CAD, Hybridomia, Aerogami, Junkyard Wars, Damage Control, Calatrava Bridge and Kraftology. Here the participants were tested in abilities ranging from designing in CAD to Aeroplanes and on-the-spot events which required them to design a bridge from waste.

One of the major attractions of Aaruush was the Acer Main Quiz which awarded two laptops to the winning team. There were also Industrial Exhibitions by Acer, CMS, BSNL, TOP GRE, Spirotech and DRDO in the University's library.

Aaruush also gave everyone opportunities to unwind and relieve the stress of the day. The Laser Show organized by Beatrix Solutions was a

colourful treat for the eyes and attracted over 2000 students. There was also an excellent performance by Russian artistes. A spellbinding performance by Mr. Suresh who holds 20 Guinness World Records in singing, his latest being of singing 100 for hours non-stop kept everyone glued to their seats. War of the DJ's, held at the Valliammai grounds, saw everyone charged after the tiring event schedule.

The event wouldn't have been a grand success without the support of various sponsors which include Pepsi Nimbooz, Indian Bank, Beatrix Solutions, Lanson Toyota, Acer, Inox, CADD Centre – Tambaram, Nescafe, Sun Microsystems, Word Press, e-Pronto, ILUGC, Study in Holland, Mozilla Firefox, Oxford Book Store, Education Plus, Allahabad Bank, Dinamalar and NDTV Hindu and Radio Mirchi as media partners.

The final day witnessed the Valedictory function in the evening at the Auditorium. The Chief Guest of the function was Dr. S. Gomathinayagam, Executive Director (CWET), Ministry of New and Renewable Energy Sources, Chennai.

Did you know?...

What is it all about studying overseas ?

Providing its students with a Golden Gatepass to Global Universities, SRM University presents its unique and comprehensive **Dual Degree Program**. Transferring students after their third year in college, to a Foreign University, this program helps them gain an advantage of one year over their peers, as they complete their Final year along with their Master's degree, way ahead of others. With the setup of the 'Centre for International Collaborative Program', students can now select the Foreign University for the Dual Degree, while taking admission into B.Tech, and thus follow specifically structured courses for the same. Having completed almost one year at **Warwick University, UK**, after three years of B.Tech Biotechnology from SRM, **Sajna Anand** shares her experiences with **Menorca Chaturvedi** of *Spectrum*.

How did you decide on taking up the Dual Degree course? How is the specialization chosen by you?

I first came to know about the Dual Degree programme when I saw a poster in my hostel. I called Dr.Gopal (IRO) to find out about it and he explained the whole process over phone and suggested I visit the International Office to know more about it. I decided soon after my first visit to the IRO that this was something I really wanted to do. I had full support from my parents too.

The Warwick HRI offered three MSc. Programs and I chose the one I liked the



Going Abroad Through SRM.....

A well known program at the SRM University is the semester abroad program that is in place thanks to a number of Memorandums of Understanding reached with several Universities in the United States, Europe and Asia.

In 2009 as many as 21 students have opted for the semester abroad program thus far including from the Ramapuram and Modi Nagar Campuses.

The list of students heading overseas includes such prestigious universities like the MIT, the University of California at Davis, the University of Arkansas, Kyushu Institute of Technology, Japan, Han University of Netherlands, and Birmingham City University.

most after going through their website and reading about the course curriculum.

What was the procedure you had to undergo, pre-departure? Did you face any problems?

The first procedure was to apply to Warwick University and get selected for the course by their selection committee. Since I applied pretty late (mid July) I did face some delay in getting my offer letter from Warwick. I had to write IELTS and send in my scores.

The major problem I faced was the fact that I had to complete all the subjects for both the 7th and 8th semesters of my B.Tech Degree from SRM before departure. I was exempted from doing 3 modules (for which I could find equivalents here). But writing a semester exam in just 1 week after sitting in class for a month was a bit difficult.

You were the only one from your batch, going to Warwick. How was your experience on reaching the

campus?

Before I started from Warwick I was very apprehensive about being the only one on this program. But after I reached here, I understood that it doesn't really matter! The Warwick campus is breathtakingly beautiful. As soon as I reached, I was given the keys to my room and directed to my accommodation block. So, it was a smooth arrival and a nice reception.

How was the hospitality meted out to you? Were they

helpful and supportive?

I don't think they could have been any better! Everyone I came in contact with in the first week of my being here were extremely helpful and supportive. I had no worries there.

How is the study and work environment different from India?

It is very different. The major difference was that we do not have any exams. All our assessments were based on scientific essays and presentations, which are very good transferable skills to take away at the end of my course. Having had no prior experience in writing scientific essays, I did have some difficulty initially but all my professors were as helpful as they probably could have been. Another major difference is the fact that unlike in India, where one module is taught by one lecturer for a whole term, here each professor takes up only those lectures in which they are experts. This gives the students with several advantages such as: they get to know about all the experiences of the experts in research in that particular field.

Apart from this, in India we have at least 7-8 modules running at the same time but here we had just 2 modules running at any particular time. This gives students the time to concentrate on just 2 topics at a time rather than having to think about 8 totally different subjects! Students are also encouraged to read more... not just books but latest publications on any topic. Warwick has access to all available journals which is a great plus when one writes essays.

What would be your message to all the students, aspiring for a Master's degree abroad?

Be prepared. It is definitely a big change in every way. Right from food to cultural habits to the most important purpose of you being here (which is studying), there will be monumental changes in everything you do. As long as you manage to keep a level-head and not get dragged into all the amazing distractions that the West has to offer, you should be able to do fine. But then of course, this one year I have spent here has been a very inspiring experience for me. Have as much fun as you can but just don't forget what you're here for!

Hotspot

By Menorca Chaturvedi

With a rush of colours, a gush of excitement, and a burst of energy, hundreds of enthusiastic Freshers have livened up the atmosphere of the Campus. Beginning a new chapter of their lives, the Freshers have infused new spirit and zeal into their work place- the Main

Campus.

With plenty of changes implemented recently, and being a first hand witness to all the hustle and bustle, the Main Campus, has notably become a major Hotspot these days.

While freshly painted classrooms in the Mechanical PG Block welcome

students in delight, the old Library has undergone renovation, thus giving it a refreshing look. Meanwhile, the Aerospace Laboratory, in the making, has almost been painted complete on the exterior. Work is on in full swing inside it too. The Hi-Tech Block, being entirely filled up by students, is seen to be very busy and crowded,

as frequent greetings and smiles do the rounds. The most common hangouts of the students though, seem to be the University Canteen and the Open Canteen, which are jam-packed during the Lunch hours, also serving as an interactive platform for all the students.

By Rahul Preeth and
Ratnika Sharma

A new life, a new beginning!

Induction of Freshers in the Faculty of Engineering & Technology

Nothing could have come in the way of the Freshers of the Faculty of Engineering and Technology as they streamed into the Dr.T.P.Ganesan Auditorium on August 17, 2009 to see for themselves and along with their parents, guardians and siblings what the SRM Family is all about.

Taking the cue from the anxious faces the Registrar Dr. N. Sethuraman, began with an emboldening welcome address at the induction ceremony that was followed by the lighting of the traditional lamp, conventionally starting off the function.

“Students are lucky to get admitted into a renowned University like SRM and for us you all are very much dear for a simple reason that you are here”, said the Registrar. The top University official pointed out that that if the SRM University is rated as Number One in the survey of Education Times(of The Times of India) that has to do with the “efforts and toil” of each and every one of the staff going all the way through the hierarchy.

“I congratulate all of you on becoming the Silver Jubilee batch of the University which will make you privileged alumni”, said the Chancellor, Mr.T.R.Pachamuthu. The gathering listened in rapt attention, quite unmindful of the fact that they had indeed waited for sometime to listen to the Chairman and other top



*Students should not
confine themselves only
to class room but also
widen their horizons.
- Chancellor*

University officials. That it was a steady drizzle outside hardly seemed to matter, even for those who literally brought their bag and bedding into the state- of- the art auditorium.

The Chancellor welcomed the novice batch into the big SRM family that has 17 institutions spread over three campuses and educating 40,000 students under the care of 5,000 faculty members. He

gave credence to the unique aspect of unity in diversity of SRM and highlighted the infrastructural and other facilities provided to the students.

“Students should not only confine themselves to classroom teaching but also widen their horizons by going to the hi-tech library which occupies four of the sixteen storied goliath University building, on- campus interactions etc”,he said.

“I am being an optimist in saying that SRMites can be certain of getting placed in jobs in spite of heavy global recession because no

company can thrive potential employment and we are trying to harness that potency”, added the Chancellor.

The Vice Chancellor, Prof. P. Sathyanarayanan, for his

*Focus on a holistic
development of
personality
- Vice Chancellor*

part, advised freshers to focus on a holistic development of their personality. “The present day employment generators are looking for passionate and dedicated

recruits than bookworms and the touchstone for such a student is certainly their attendance sheet along with the report card”, emphasized the VC.

He reminded the beginners of the long lasting relationship of the University with them in the form of students, alumni and alma maters. He reiterated one of the distinctive features of the University, the Students Abroad Programme sends a fair amount of students overseas every year.

Next to speak was the Pro Vice Chancellor, Dr. T.P. Ganesan who recalled the accreditations and accolades achieved by the University and envisaging the same in the coming years. The sprawling campus of 242 acres provides a conducive environment for sports and academic excellence, he added.

Dr. P.K.A. Muniswaran, director, E&T introduced the heads and deans of the various disciplines of his office.

In the end, on behalf of the parents and students, two came forward to share their expectations and impressions of SRM. “Most of the queries of the parents are patiently answered in an eye opening ceremony like this and I am really satisfied” said one of the parents.

Dr. Muthamizhchelvan, Associate Director, E&T gave it a deserving end by acknowledging all the dignitaries and the assembled audience.

Students of Viscom displaying their Skills...



A face mask exhibition organised at the University Building was formally opened by Dr. R.Balasubramanian, Director, Faculty of Science and Humanities. At right is the Dean of FSH Dr. K.Sengotti.



Students going through the exhibits.

Voices of Ho

*Varying dreams but united in a conviction ...
that they have come to a first rate Institution for a first class edu*



By A Spectrum Team

Carrying lots of hope, dreams so colourful, and unmindful of the rain that was pounding away at times to its way to glory, drizzles of blessings showered on the freshers of the Faculty of Engineering and Technology. The dampness of the weather had nothing to do with the ebullient mood of the youngsters as also the parents who came with them. Eager faces bore a sign of hope, happiness and fulfillment.

What had the freshers of engineering had in their minds about SRM University? What were their expectations and impressions? The reception area of the auditorium carried a busy look and it more seemed like a Mini-India with people from various parts of the country. After all was this not to be expected? SRM is known for its multilingual and multi-cultured student community.

They came from all parts of the country, most of them with heavy baggages that carried new hopes of their future at SRM. Luggages were seen even in the auditorium and it was obvious from this that they had come to the University campus straight from the airports and the railway stations.

Parents and students were amazed by the infrastructure. They were enlightened about the campus through *Spectrum*, a University newspaper put

together by the Department of Journalism and Mass Communication and which has the inputs from a cross section of the faculty and students.

Most reached early on and were not inclined to head to the nearby cafeterias which in many ways reflected the seriousness of the programme that was about to get under way. The faces of parents and elders reflected an enthusiasm of wanting to know more about the institution to which they have admitted their young ones. Faces reflected the inner thoughts and feelings. And students were full of excitement.

And all this made the task of interaction easy, or relatively so. Freshers were comfortable and seemed to be loving every bit of it and determined to make the best of their years at Kattankulathur. They were keen on learning many languages, the culture. Many really loved the food offered at the canteen and appeared satisfied with the accommodation facilities. Even if there was some discomfort in the initial settling down that did not seem to matter for the time being.

Manoj and Rajendran said they were amazed by the infrastructure of the college while Abhinaya who had just stepped into the architecture department said she found the environment friendly, food "yummy" at the hostel and was looking forward to a better

future, lots of exposure and to learn lot of languages from the people in SRM during her four year dream journey.

People from different cultures found themselves comfortably mingling with each other in the campus and eager to learn. There was chattering everywhere and one could hear all the languages flowing in the air. But it was not all language and dialects in a gathering of this sort-- dresses also do create an impression. It looked as though India had come together at one place to prove its unity.

While Sachin Akhuri praised SRM as the best in Automobile Engineering, Mani Vannan said this University provided good placement opportunity. Admitting her son, Mrs Anuradha hopes he will



ope

ication.

excel in communications skills. She also agrees with Vignesh a fresher of the Department of Mechanical Engineering that they look forward to quality education during their stay here. Many parents felt SRM is a knowledge university on the lines of what the former President of India Dr.A.P.J.Abdul Kalam had said.

But for every beginning there has to be an end and in this case that came by way of parents,guardians,elders and siblings at last having to say a good-bye to their loved ones;and the emotions were indeed displayed differently even while trying to hide that teary eye.But the separation,both sides knew well,was only going to be temporary.Still the idea of their loved ones having to adapt to a “new” environment forced several parents to be a temporary part of this new ambience,even if only for a day or two.

“Go confidently in the direction of your dreams. Live the life you have imagined” said Henry David Thoreau. With parents giving the necessary confidence and the University officials and faculty members shaping their dreams and honing their skills we sure wish this wonderful batch of students the very best as they make it big here at SRM.

That’s the way to go folks---
‘Learn Leap and Lead!’



I will not forget SRM

By Dr. David Nelson

It was a December afternoon when the Dean of my school asked if I would be interested in going to India. I remember thinking what a great opportunity to visit another country—so distant, so different, and so awe-inspiring. Well, I had that chance, seized it and came away with a great number of memories that will live with me forever.

When I, and two American students who traveled with me, first got off the plane we met the energetic and blissful Dr. Winkins, an Engineering Lecturer, and a wave of heat! Dr. Winkins politely introduced himself and quickly whisked us away to an air conditioned taxi. As we made our way through the terribly busy streets of Chennai a suggestion was made to have a little something to drink. I expected a small bottle of water, but the driver and Dr. Winkins had different plans.

We stopped on the side of the road at a coconut stand where two ladies used a machete to cut the top of the coconuts for one to drink the juice. We drank the coconut juice; it was wonderfully refreshing and rather timely after being in the air for nearly 20 hours. We then boarded the SUV and the driver continued to SRM University. Over the next three days, I met the friendliest and kindest people I have ever met. As I visited their offices, I remember reading carefully the many posters

and banners that hung from their walls. They all were very positive and contained messages of respect, integrity and team work. This, somehow, provided me an early look into the culture I was going to live in for the next four weeks.

Immediately, I saw strong evidence that the faculty, staff and administration were wise, intelligent and very well qualified in providing their students a quality education. I believe the students are in great hands at SRM. I see the university playing a major role in the future development of the city, country and the people of southern India. Much of the evidence of growth was just across the street. Daily, I watched men and women laborers craft, in the pounding heat and humidity, a new high-rise building while using, for the most part, antiquated tools. Buildings, gardens, and student housing were being erected all around the campus at a surprisingly rapid pace. I later concluded, after hearing construction workers laboring one late evening, that the work ethic in India is very robust, and well beyond anything I have ever seen in the US.

In Chennai, I witnessed several men doing a job that in the United States would be done by one man operating a very expensive machine. I was so intrigued by this image that I felt a great need to reflect on the work ethic differences between my fellow Americans and the Indian culture. Some

say Americans are hard workers, yes, some of us are as they are in India. But, the site of these workers working with old tools and technology made me think that the Indian work ethic may have a leg up on us Americans.

Overall, my experience was valuable and enriching. My new friends at the Department of Journalism and Mass Communication, Dr. Sridhar Krishnaswami and Mr. Watson, I owe a great gratitude too. They were very kind in opening their department to me to the extent that they allowed me to share and learn from their students, daily. Every afternoon I met with the students and learned so much about Indian culture, food, traditions and pop culture. Tak-

ing the bus, train and “autos” to the city with the students to shop, eat and just hang out will always be deeply embedded in my memories of India.

The evening chats with Dr. Krishnaswami about politics, education and the state of journalism will be an experience that I will cherish to the end. You are a great friend, Sridhar. Seeing Mr. Watson every morning was a delight. Mr. Watson was always radiant and displayed a gentle spirit. Dr. Winkins, my gratitude extends to you and your family. The weekends would not have been the same without you and your lovely family. Dr. Gopal, thank you for the opportunity to visit your campus and for the wonderful accommodations. And, a big thank you to

all the servers, wait staff and those at the SRM international hostel and hotel in making my stay comfortable.

Thank you to all, including the students, for the wonderful experience. I hope to return. So, please keep a place for me in your hearts, as I have for you all. Peace to you all from across the other side of the world.

(Recently at the SRM University as a part of an Exchange Programme, Dr. David Nelson is an Associate Professor and Assistant Chair in the Department of Communications at the University of Central Oklahoma in the United States).



Neither will we forget you... students of the Department of Journalism and Mass Communication at a "farewell" for Dr. Nelson

Briefly....

The Department of Training and Placement from SRM Institute of Hotel Management at Kattangulathur organized a one day workshop titled **"How to Become a Successful Hotelier"** Auditorium mini hall in the main campus with about 250 students from SRM IHM at Kattangulathur campus participating in the program. The response and involvement from the students fraternity during this event was excellent and overwhelming with the Principal Dr. Antony Ashok Kumar emphasizing that such workshops will help the students to enhance their competency.

Mr. Amjat Hussain, Associate Director of Training from Hotel Rain Tree Chennai, (a 5 star Ecotel Hotel) in his presentation symbolically conveyed to the student audience that reaching towards success is a journey to the Destination and in the process they will have to face the various ladders of ups and down “very confidently and tactfully”.

Mr. Arockiam John Christopher from the Department of Training and Placement addressed the audience.

Training for Secretarial Staff on the Implementation of the 5-s

The Secretarial Staff of SRM University recently underwent a one day training program on 5s conducted by ABK-AOTS DOSAKAI, Tamilnadu Centre. It is worthwhile mentioning that 5-s stands as the stepping stone and cultural transformation catalyst for most global organizations.

This is the fundamental step of Self Discipline towards longterm Quality Journey of any organisation leading to Deming award. The Deming Award is instituted by Union

of Japanese Scientists and Engineers. 5S comprises Removing the unwanted, Setting things in Order(Fixed Place), Standardisation, Shining surface of workspot/all gadgets and Finally Sustaining 5s successful by making this as HABIT

The training disseminated conceptual framework on removing the unwanted, Orderliness, Standardization, Quick Retrieval of records (30 Seconds Rule) and Cleanliness in Workspace. Training was imparted largely through

Video footings of 5-s being practiced in public gathering places in countries like China and Japan. Those who attended the training program were Ms.P.Magila-Secretary to Registrar; Mr.S.V.Sridhar-Secretary to Directorate-E&T ; Ms.Amudhavalli-Secretary to Associate Directorate-E&T ; Mr. R.Malini-Secretary to Directorate-Campus Affairs and Sports ; Mr. P.Rajendran-Supervisor-Estate Office (Maintenance) and Mr.S.Yamunadhevi- Secretary to Principal Coordinator, International Relations

By Spectrum Reporters

Adding to the richness of having 24 B.Tech and 32 M.Tech programs, SRM University now owns the pride of having Ramapuram Campus at Vadapalani starting with a strength of 400 students with all modern facilities. The First Year Engineering Technology UG Programme Inaugural Function that took place on the 7th of September, 2009 started with the blessings of Sri Sri Ravishankar.

The Registrar proudly said that although a new one, the Vadapalani campus is special because it is located in the heart of the city.

The Chancellor, Mr. T.R.Pachamuthu, said that the University gives corporate level training to the students.. Talking about the special identity of the batch, the Chancellor said, “You have got your own identity....Silver Jubilee year batch. This campus is located in a special atmosphere.” But the Chancellor reiterated a favourite theme of his that he has been stressing for quite some time—that education goes beyond books and examinations.

A New Campus.... But the same SRM Spark



“You have got your own identity....Silver Jubilee year batch. This campus is located in a special atmosphere” Chancellor

“There are many more things to be developed along with your study” Vice Chancellor

“There are many more things to be developed along with your study” he said in a

pointed reference to how he would be looking at the success of the various units of the

SRM Group of Institutions.

Characterising the current

group of students as “one of the blessed batches in SRM” the Vice Chancellor, Prof. P.Sathyanarayanan pointed out that there are some 2000 engineering colleges in India and 14 lakh seats out of which SRM got 75,000 applications and the students present there were the ones selected out of it.

In an obvious reference to the high academic intake at the University as also the competition factor in the admissions process the Vice Chancellor pointed out that one third of the students selected have achieved 90 per cent in their examinations and two-third have acquired 80 per cent.

Dr.Muniswaran, Director of Engineering And Technology welcomed the students to the college and inspired them through his address. “Add life to the days we live and not days to the life we live” were one of his words of motivation.

Breathing Process Improves Academic Scores

By Medical College
Students

Students entering SRM University possess good intelligent quotient (IQ's). Yet some perform less than satisfactory and get poor academic scores. This is obviously not because of the IQ but because of the stress they face at the school/college and/or at home.

Sudarshan Kriya (SK) and Pranayam (P) are breathing processes that are known to eliminate stress. We at SRM University are conducting a research study to see if these breathing processes can improve academic scores.

To learn these processes one needs to participate in a workshop called as “Art

of Living” which is of 24 hours duration, spread over 6 days (Tuesday to Sunday). Participation in all the sessions is essential.

After learning the techniques, one is required to practice them at home for about 20 min per day. Follow up sessions are conducted about once a month.

One such workshop was conducted in SRM University in the month of April, this year.

Ten students, who had not been performing adequately in the exams, got themselves enrolled.

It was a pleasant surprise to all that their academic scores improved by 15% on an average in the exams held after April 09 (after Art of

Living workshop) compared to exams prior to April 09.

This is an ongoing study. Next workshop is planned from October 5th at the Biotechnology Hall of SRM University. Last date of registration is September 25th 2009. Course fee is Rs.500. As there are only limited seats available those interested may contact any of the following:

Mr.Radhakrishnan
(Final year MBBS student)
- 9884329006

Ms.Swapna
(PhD student)
-9840653278

Mr.Mayank
(Biotech student)
-9884848450

Activities and enthusiasm!

By Aditya Kesanupalli

The SRM Cultural association has just come into existence with the cultural secretary, Johney Pandian and the treasurer, Mahesh Eallanti, at the helm of activities.

Adding on to the existing ‘Spectrum’, ‘Reflections’ and the Activity houses, a total of six different clubs are being formed. They include My Friend Forum, Adventure Club, Quizzer’s Club, Entre-

preneurship Club, Social Service club and Festival Committee, thus catering to the variety of interests among the student population.

The Entrepreneurship club commenced its activities on the first day of counselling for the new students, by selling SRM merchandise through the SRM World platform. It also took over the task of selling the basic domestic utilities to the students last month.

For Information

The United States-India Educational Foundation (USIEF) will be coordinating **The Linden U.S. University Fair** at Hotel Taj Coromandel, 37, Mahatma Gandhi Road, Nungambakkam, Chennai 600 034 on Wednesday, September 23, 2009. About 19 U.S. universities will be participating in the fair. The fair will be from 6 p.m. to 9 p.m. for students interested in bachelor's, master's and doctorate level study in the United States. (Courtesy : USIEF)



Scholarship for sports...

By **Chinmayee Mishra.**
Aditya Panja.

Scholarship schemes for sports students are given by every other government and private institutes but SRM modifies the scheme and provided scholarships to school students along with the physical trainers in the function organised by the Directorate of Sports and Games and our own University.

The function started off with the welcome address by Prof N Sethuraman who enlightened the gathering about the various steps taken by SRM in field of sports and also the support given by the faculty members to encourage the students.

Mr S.M Nandagopal who gave the annual report of

SSS Scheme. He referred to the globe outside auditorium and said, "If students come to SRM they have the world in their hands". He proudly said that facilities in SRM are not found anywhere else in India especially for sports students adding that the International committee helps in improvement of both sports and academics.

Starting from Abhinav Bindra to eight year old Mamtha Shiv Dharshani, a young swimmer from S.V.H.V school, Chennai SRM University has honoured everyone till date.

"It's not a function pertaining to universities alone, it's something reaching beyond to the schools", said Prof. P Sathyanarayanan, Vice Chancellor SRM University addressing the gathering

stressing private participation and encouraging parents to motivate their wards for sports. The Vice Chancellor pointed out that the University has awarded Rs 3.5 crores in sports scholarship last year.

He traced the inception of this scheme from the government plan "Catch them Young" introduced to support school students excelling in sports. To help the students in a wider way Prof Satyanarayanan also put forward his ideas of a sports academy in SRM University.

"Spirit of excellence represents sports," said Mr Satyabrata Sahoo, IAS, Member Secretary SDAT, Chennai, the chief guest of Sports students and PET's/PD's Award Function'09. He added that children's talents should be nour-

ished and individuals have to be supportive to achieve great heights. Giving an overview of SDAT he mentioned 42 crores are given per annum for the development of sports.

Commenting on the growing population he said, "If population is growing it is also helping in achieving more players which will take us to the top".

Speaking at the occasion Prof K Vaithianathan, Vice Chancellor, Tamil Nadu Physical Education and Sports University, Chennai said that these kind of awards motivate a player to enhance performance besides evolving moral values. "Sports teaches us forgivingness, respect and acceptance" he said emphasising the importance of physical trainers who helps in identifying talents of students. He assured that he would collaborate with SRM to find young talents in India.



Kongu Trophy Winners : (Left) Women's Basketball Team, (Right) Men's Volleyball Team

SRM wins football championship

By A Spectrum Reporter

SRM University won the football championship beating Jeepiaar Engineering College 3-2 in the State-level Buck Sports festival organized by the YMCA College of Physical Education recently.

On the way to the final, SRM beat Nazerath College of Arts Science 2-0, YMCA College of Physical Education 4-2, Agrasen College of Arts Science 3-0 and St Joseph's College of Engineering 1-0.



The Chancellor, the Vice Chancellor and other top University officials with the football Champions



Record breaking performance!!!

By: Chinmayee Mishra

The Madras University A-Zone Ball Badminton Championship was conducted by SRM Arts & Science College on 19th August, the hosts emerged winners as they beat Loyola in a nail biting final. SRMASC ended the 20year reign of Loyola with this win.

The winners put up a splendid show as they blanked all their opponents in straight sets till semis. In prequarter they beat Annai Velankanni.

In the quarters they routed Pachappas Kanchipuram. In the semi-final they beat Sankara College, Kanchipuram with a score of 29-8 & 29-12.

In the much awaited title clash SRMASC met the favourites Loyola. The first set went to Loyola with a score of 27-29. SRMASC failed to hold on to their serve with the score reading 27-27.

In the 2nd set SRMASC raised their level of play and with the help of unforced errors they bagged the set with

29-24.

In the 3rd & deciding set SRMASC raced to 12-0 lead, courtesy the trio of Thangapandi, Manobarathi & Aneesh kumar who were rocksolid with their defense and they virtually blocked everything near the net. Loyola tried to equalise but SRMASC capitalised on their early lead. The play of right back-Sujeeth was the highlight the winning team as SRMASC won the set and match with 29-21.

SRM rises to the occasion

By Prashanti Ganesh

The SRM University Tennis team outplayed Stella Maris Women's college 2/1 in the finals of the Sri Ramachandra Udayar Memorial Trophy organized by Sri Ramachandra Medical University, Porur, Chennai.

The women's team (Arthi, Nithya and Krithika) and the men's staff team (Dr. Rajkumar) played steady games, without being challenged much.

The women's team led 2-1 in the qualifying match against St Josephs Engineering College.

The men's staff team capitalized on their win against

Vels Srinivasa Engineering College and won the finals against Sri Ramachandra Medical University with scores of 2/0 in both the games.

In chess, Dr. Suranasu Shankar Das won in the men's staff category. He finished with 5 points, securing the championship.

Premnath from the Computer Science department clinched the men's (students) title.

Ramanathan finished fourth and Aravind Subramanian came sixth in the tournament.

The event took place from 8th to 10th August, 2009.

Vellammal Trophy : Cricket Winners



The Team posing with India's ace K.Srikanth

FREEWHEELING

SPECTRUM

HUMOUR

The Battle of Poori

By Abin Biswas

WAR.....hate it or love it, you just cant ignore it. They say war affects everyone, young and old, loudly obnoxious and weirdly silent, FAT and MALNUTRITIONED.....everyone! Its easier to start a war amongst us adolescent hostellers with soaring adrenaline levels....it takes a minor bone of contention for us to shed our images of "humble" social animals to bloodthirsty rampaging guinea pigs....YES GUINEA PIGS....dont let their whiskers fool YOU!

About the battle....well, it takes place on the days when we get poori in our mess (actually we have an erratic schedule in the mess....it never fails to STARTLE US...which isn't a bad thing). There is something about those little round, oil laden deep fried snacks that just grabs our attention.....maybe its the beautiful golden texture, maybe its the oil oozing out, maybe its the intoxicating odour....and C.R.A.C.K., W.H.A.C.K. and me LOVE THE POORIS HERE....no matter how many



gelasils we have to gobble afterwards!

The entire hostel somehow gets the smell when there is poori in the mess (C.R.A.C.K. says that the ability to detect good food is in our genes!). And once those gates open.... its all about how fast, how ruthless, how selfish and how tactful you can be. The first tray is brought out we pounce

for those cholesterol ridden treats in a manner that would put savage, flesheating werewolves to shame. In fact its so intimidating that even the guys in the mess prefer to stay inside the safety of the kitchen.....The battle rages on for the most fluffy, the most crisp and sometimes even the largest poori....and chaos reigns.....Pooris fly

around like bullets....There are of course casualties, some get hot oil on their hands, some burn the tips of their fingers, some even drop food on their clothes while fighting for these WMC's(Weapons of Mass Consumption). The facts are simple;"FIGHT OR STARVE!!!"

However in these desperate times, C.R.A.C.K. and

me depend on our only ray of hope.....W.H.A.C.K..... There's a reason why he's known as WEIRDLY HEROIC AVERAGE COLLEGE KID. As soon as we grab our plates W.H.A.C.K. makes a run for the tray of pooris as if it were a portal to Willy wonka's chocolate factory. He dodges the huge dogpile of humans and forces his way through the heaviest of crowds... HE'S LIKE A CROSS BETWEEN USAIN BOLT AND A WORLD CLASS RUSSIAN GYMNAST...watching him get those little buggers is like watching a perfected dance routine!

Somebody needs to stop this battle....it often puts us in weird situations...You know how we always tend to take more than we eat...OK, MUCH MORE!....and when W.H.A.C.K. sees his hard earned pooris being thrown into the bin, he obviously gives us this expression..... C.R.A.C.K. and me feel bad and instead of owning up, we start pointing fingers at each other, sometimes even coming up with silly reasons like "the fly in my poori was actually moving". Who could've thought that something so tiny could actually lead to an article in the college newspaper!!!! Funny eh....

By Siddharth Panicker

If there's anything constant in the trendy world of outfits, it's change. Something new, something old, something picked up from the past and tweaked so as to suit the present. However, some elements stand out as interesting exceptions, defying the word 'change'.

The conspicuous comeback of white is a case in point.

By virtue of the niche that white has carved for itself in the world of fashion, it remains pleasantly embedded in the best of tastes. And when it comes to the best of tastes, our college can never miss the mark. Nowadays, white is being increasingly donned by students of our college.

TRENDS...

White Is Back !

Reasons vary-- from the practical to the age old 'it looks cool'. With the mercury level soaring every day and reprieve nowhere in sight, white plays a crucial role reflecting the heat, exactly opposite to what black does. Hence, our body temperatures remain cool, being conducive to work. Some students, on being asked why white remains to be in vogue, came up with some interesting replies.

"White always looks cool, and it goes with all kinds of accessories one wears", says Prashant Singh, a Third

year B.Tech student, whose favourite combination is a pair of white shirt and blue jeans. Sarthak, another Third Year B.Tech student, feels light coloured clothes give a professional look and he loves going to college in light hued outfits.

The colour white gives an incomparable classy makeover to the word 'trendy'. White blends with everything, be it the formal necktie outfit, the slick gel-groomed hair, the front-bencher oily-haired persona, low-cut rugged jeans, spiky hair, semi tucked-in shirt,

spunky bracelets, lockets or dogtags. And when it comes to the suave corporate attire, white is at a premium. Be it an informal gathering, a garden stroll, a morning jog, a workout session, white has its say in almost every walk of life.

Anything brushed up with a little white at the right places can look really smart, is the popular view. Hence, we have all those white-based watches and shoes. The most expensive and desired brands thrive on the demand of white-based products. The highest segment of shoes

in any popular showroom comprises mainly white.

Visit an Apple retail store, and you'll know the value of white in the tiniest manifestations of technological advancement. In other words, white's the word when it comes to gadgets (except the pink ones that girls go curiously gaga over, of course). Take a look at those vehicles swarming our busy roads, and you'll appreciate the value of white when splashed over a variety of cars, be it the small size Marutis or the luxury segment Mercs and BMWs. Smoothly pushing away the bright, screaming-for-attention colours, white is back in action. And this time around, it promises to stay in town.

The Big Bang

By Varun Krishnan

Man has always been trying to answer the ever elusive question of how the universe came into being. The idea that the universe was conceived in one gigantic primeval bang some 14 billion years ago still represents best current thought. According to the Big Bang(BB), the whole of the known universe once existed as a singularity, a vanishingly small, mind-blowingly dense concentration of matter that made the general compartment of a Mumbai local during peak hours look thinly populated in comparison. This singularity then took it into its head to explode.

Just after the BB, there was brief period of fierce expansion. The Universe expended so hugely that its geometry was fixed as what is mathematically known as flat, and it has been expanding in a more orderly manner ever since. The knotty question here is, would it continue to centrifuge forever, or would it eventually stop flying outwards, pause and then start to collapse in on itself, ultimately disappearing up into its own singularity once more? What was crucial in deciding between the two was the amount of matter out there. If there was enough matter it would be able to arrest expansion by virtue of the intrinsic property of gravitation; if not, it wouldn't. However, as the millennium came to a close,

accurate measurements were made by using microwave radiation which gave rise to third scenario possible, highly unlikely though. It says that there is just enough matter in the universe to gradually slow down and stop expansion at time infinity. A snag with all this has been that the estimates of the amount of matter in the universe have not been encouraging. There seems to be at best only 5% of the amount needed to decelerate the rate of expansion. However, all may not be lost for there is the concept of dark matter. This is the stuff which, unlike normal matter which is visible in one or other part of the electromagnetic spectrum to our instruments, for reasons of its own just sits out there not emitting anything we can pick up readily, although its existence can be inferred from such things as gravitational image splitting.

Two prime candidates for dark matter are wimps(weakly interacting massive particles) and machos(massive astronomical compact halo objects). Another intriguing possibility, which has been under our noses the whole time, is the neutrino, an odd particle, formed in the BB, which suffuses the whole universe in enormous numbers- something 500 million per cubic metre. However, since they have no charge and were long believed to have no mass either, their presence is difficult to detect even though

they are whizzing through the earth and everybody the whole time at the speed of light. As a result of experiments using ultra-sensitive detectors to observe the collision between electrons and neutrinos, it is now thought that the neutrino may after all have some mass. Although it is tiny, only around a millionth of the electron's, the neutrino's abundance means it could account for a significant proportion of the total mass of the universe.

Findings made in the late 1990s, show that even dark matter might not balance the cosmic equation. The rate of expansion of the universe far from slowing down, is actually increasing. To resolve this cosmic conundrum it may prove necessary to invoke the existence of a completely new form of energy, the energy of empty space, which of course has an associated mass(as Einstein never got tired of telling). The repulsive force exerted by this energy drives the otherwise inexplicably increasing rate of expansion.

If all this is confusing, take heart, for we are not alone. It is also hugely exciting and we can safely opine that the resolution of this confusion in the next few years is going to advance greatly our knowledge of the birth and eventual death of the universe and have other fascinating spin-offs elsewhere.



Music On The Go

By Shiv Prakash

Today's generation 'Y' eats, drinks, sleeps and swears by its music. Be it hip-hop, rock, classical, bollywood dance numbers or retro swing, lovers of all the genres can be found in abundance throughout our campus. Music gives them company on way to college, on their way back, during the lunch hour or even during their stroll from the class to a lab. They simply consider music as one of the vital elements required for survival.

But how do they like to carry their music?? Gone are the days of walkman and Discman...and who bothers to carry a bunch of audio cassettes or cds these days! Cell phones are the gadgets which most of the students turn to when they have to carry their music with them.

The Nokia Music Xpress and Sony Ericsson Walkman series are the hot favourites in this respect. For those who wish to keep their music completely isolated from their socializing gadget carry it in their ipods, Mp3 and Mp4 players.

Phillips Gogear and Sony's Mp4 player are used in great numbers by the students but the Apple iPod clearly steals the show here with its great sound quality and unbeatable battery back up. Apple has a wide range of players from the low end Shuffle to the highly desirable Nano and iPod Touch, which are truly considered a status symbol. These players can be conveniently charged and songs can be transferred into them by connecting them to a computer or a laptop via a USB Cable. With all these gadgets the students ensure they are wired to their music 24x7.



Celebrating Onam...

at home away from home

By A Spectrum Reporter

With the glimmer of gold in the silhouette of pure white, "God's own Country"- Kerala & with it all Malayalees celebrate the festival of Onam. Onam is celebrated in remembrance of King Mahabali & is associated with his annual visit to his kingdom.

SRM School of Management celebrated Onam this year amidst much joy and celebrations. The team consisted of Philips, Soji, Sinjith, Sriresh, Shijo, Dilip, Dinu, Ajith, Deepak, Siddharth, Rubin, Rejimin, Sharaf & Milash. A colorful traditional "Athapookalam" adorned the entrance of the

hall in bright gold, yellow, orange & white color.

Dr. Jayashree Suresh, Dean SRM School of Management, all Faculties & visiting professors lit the traditional lamp "Nilavilakku". After which banana chips and "Payasam" were distributed.



The magic lives on...Harry Potter And The Half Blood Prince

By Aparna Nair

Finally the wait is over for the sixth installment in the movie series about our favorite boy wizard! HARRY POTTER AND THE HALF BLOOD PRINCE directed by David Yates hit the theatres on July 15th and no doubt even this one delivers the magic and the mystery which we all are used to seeing. And hence it manages to strike the right chord yet again.

PLOT-The muggle and the wizarding worlds are in peril. The movie begins with the destruction of Brock Dale Bridge by the death eaters. Mysteries deepen as Harry enters his sixth year at Hogwarts. As Dumbledore assigns him a tough job of worming out secrets about Tom Riddle/Voldemort from a former Potions master Horace Slughorn, there is also a strange case about some unknown Half Blood Prince whose old diary accidentally ends up with Harry. Also there are hints of dark and evil things called Horcruxes which come into picture. But one of the biggest highlights of the movie is its romantic entanglements. Hormones level are racing in the main characters with Hermione bursting

into tears seeing Ron with Lavender Brown and Harry falling for Ginny Weasley. The movie ends well with Harry vowing to destroy Voldemort.

Daniel Radcliffe, Rupert Grint and Emma Watson, the terrific trio does justice to their respective roles by their endearing performances. Jim Broadbent plays his part well as the evasive Horace Slughorn as does Helena Carter with the seductive, crazed look of Bellatrix Lestrange. Jessie Cave as Lavender Brown is very superficial and annoying. Young Riddle played by Hero Fiennes Tiffin looks as haunted, cold and maniacal as the adult one but finally it's Tom Felton as Draco Malfoy who steals the show. One's heart just reaches out to him seeing his act of a troubled distressed boy. The first half drags but the film catches the pace in the second half. The gripping special effects deserve a special mention. So, packed with action, romance and MAGIC this movie is a complete entertainer. Being a hard core Potter fan I give this movie a 5 star rating. So if you have not seen it yet go ahead. It won't disappoint you because at the end of the day it is HARRY POTTER and magic can't go wrong!!!!!!



Worth the Wait?

BY Geetha Bharathi

FILM: Kandasamy

CAST: Vikram, Shreya, Vadivelu,

Ashish Vidyarthi

Director: Susi Ganesan

Kandasamy directed by Susi Ganesan starring Vikram, Shreya, Ashish Vidyarthi and Vadivelu is the first super hero film in Kollywood. The storyline is simple: a CBI officer steals money from the rich people who have more than that they earn and give it to the needy in the name of the Lord Kandasamy. He also creates panic among the wrong doers through a super hero identity with the help of his friends. In between all this an officer (Prabhu) starts investigating the mystery behind the poor's wishes being granted in the name of Lord Kandasamy. Does the mystery get solved? What is the reason behind this activity of Kandasamy is the rest of the story.

The characterization of Vikram in

the movie have strong resemblance to Anniyan's character in the movie 'Anniyan' as the only difference that exists is that he questions justice unconsciously in the former whereas he does it consciously under disguise in the latter.

The film losses greatly in the way it is portrayed on screen. Too much use of effects and unwanted use of comedy and glamour adds to the complexity and makes the film fusty.

Performances

The technicians need applause as far as the lighting, camera and set work is concerned. Vikram has created yet another milestone in his acting career through this film. Shreya shows improvement on the acting front but she could have reduced giving up too much of her dignity. Susi Ganesan could have worked more to make the screenplay and make it less complicated and understandable for the layman. Certain details are too intricate for the common man to understand.



Truly a prized Screenplay

BY Geetha Bharathi

FILM: Pokisham, **CAST:**

Cheran, Padmapriya, **Director:**

Cheran

'Pokisham' starring Cheran, Padmapriya is an emotional love story that is told in a measured screenplay. It is about the life of Lenin (a marine engineer) and Nadira (Padmapriya) who fall in love with each other in a period where letters were the only mode of communication. The film has a beautiful opening that first shows us the state of lovers today with all means to communicate and then takes us back to Lenin's love story.

The screenplay is rather slow but the sets spell class. We find it hard to believe how the sets of 1970's were recreated especially scenes involving the flooded environment near Lenin's home in West Bengal. Cheran could

have made the screenplay at the climax more lively and the voice more audible.

As in most of Cheran's creations like 'Autograph', this movie also carries with it nostalgia in the air. And like in the former film, it is the girl who is lonely in the end. For people who cherish going down their memory lane Cheran's films are of its kinds to look out for.

Cheran shows desire and love in many scenes but he can sure avoid the dramatic expressions in certain scenes especially in the montages in certain songs. Padmapriya displays first-class acting and lives real-time as Nadira in the movie. Camera work by Rajesh Yadav needs special applause as they bring the movie to life. For hard-core film lovers who have the patience to see a film with good story and screenplay rather than a racy one 'Pokisham' is the apt choice.