

The campus newspaper of SRM University

# SPECTRUM

Private Circulation only

Volume 4 Number 3

## INTERVIEW

### SRM student 1st to relate Gen. temperature to A/C performance

The opportunity to join a prestigious institution for a training program comes to a few. Varun Krishnan, a student of Mechanical Engineering, SRM University, is one of those prodigious few. He was selected recently as a Research Fellow in “Summer Undergraduate Mentorship in Mechanical Engineering Research (SUMMER)” at the premier institute, Indian Institute of Science, Bangalore, for a two month long training program. **Abhishek Panikar** of *Spectrum* spoke to him about his experience at IISc:

**Question: How did you apply for the program?**

Answer: I sent my CV along with some procedural forms. I had to mention my area of interest and why I was interested in that particular field too. In my case that field was ‘Refrigeration and Air Conditioning’.

**Q: On an overall basis how many students did IISc select?**

Ans: They selected around 20 from 383 applicants. I was the only one selected from SRM.

**Q: Tell us something about the learning and working culture at IISc?**

A: The school of thought in IISc is that one learns when in the company of scholarly people and it was the transcendent motto there. I would attend classes every week from morning to afternoon on a particular subject, while in the evenings I would work in the laboratories testing out the concepts with my faculty advisor.

↳ P3



Dr. Kiran Bedi presenting an award to K. Mohan of SRM University as the Pro-Vice Chancellor, Provost, and Registrar look on.

## Be creatively patriotic : Kiran Bedi

**Ratnika Sharma**

The chief guest for the INNOMIDS Award function, Dr. Kiran Bedi, ex IPS officer and a social activist, stressed the need to be creatively patriotic and that the youth of today should work towards helping the community

in a creative manner. She expressed her desire to make INNOMINDS a national movement and that it should be picked up by every school and university in India.

Dr. Bedi compared the event to another similar expedition started by her daughter called the ORIGINAL

MIND awards that is given to slum children who come up with creative and original ideas.

“Dawn is when every child in the country sleeps with food in the stomach and wakes up with the urge and eagerness to learn something new” Dr. Bedi said going on to make points like: Every child is unique and creative and we have to nurture that creativity. Life is on an incline and it is our decision to either go up or down that incline. One must always strive to make the today better than yesterday.

She also mentioned the Gandhian model of policing that she introduced in her tenure that was truthful, non violent and equal for all. Dr. Bedi explained the 3 C model of prison reforms viz. Community, Collective and Corrective where the people were collectively working for the community for a corrective purpose.

↳ P4

## REFLECTIONS

### Of civility and civil behavior

As a judge for the INNOMINDS award function, Dr. Kiran Bedi, the first woman IPS Officer and a social activist emphasized on the importance of self driven motivation that is the key to success. Until recently, Dr. Bedi, who held the post of Director General in the Bureau of Police Research and Development, shared some of her views on the condition of women today in India

and talked about her latest book in an interview with **Ratnika Sharma** for *Spectrum*.

**Question: what is your latest book ‘Broom and Groom’ about?**

Answer: It is about civility and civil behavior. It is about how we value and promote civil behavior and become conscious of the fact.

↳ P2



...as  
best as  
possible

P - 2



... that  
extra  
edge

P - 3



Sharpening  
scientific  
skills

P - 6



The  
‘Fabulous’  
Way

P - 9



Dr. Kiran Bedi

## ... civility and civil behavior

↳ P1

The book tells about how our social manners impact others around us and what is needed to develop such a behavior.

**Q: How do you feel about the fact that a movie has been made based on your life that is titled 'Yes Sir, Madam'? How do you think the Australian director Megan Doneman has justified it?**

A: She has shot the film from her perspective and it is interesting to see what interests other when they look at your career but most of all it has really brought out the best information about my family and my parents, because I think through this movie my parents get to be known and that is very important for me.

**Q: Moving on to a more serious note, since you have been dealing with women's issues a lot, do you think, women today are still suppressed and continue to be insecure? What are your views on the changing lifestyle of the young women today?**

A: ... as you said it, it is changing. For one group of women it is still where it was and that is a large majority because India is a populous country. The scenario is changing for those who are living in cities and those who got opportunities in the villages. But there are lots of areas with no opportunities and they are still stagnant and neglected. So Indian women can be divided into two sections; one that has got the opportunities and the one that has not. There are millions of women who are at the top of the social ladder and there are millions who are at the bottom. The need of the hour is for those at the top to truly understand the value of these opportunities and not waste it on mindless things

# Making it as best as possible...

A Staff Writer

Senior officials of the University and members of the Management are leaving no stone unturned for the successful hosting of the 98th Indian Science Congress which is to be held here at the Kattankulathur Campus between January 3 and 7, 2011.

"In the past few weeks we have made very good progress" the Vice Chancellor, Prof P.Sathyanarayanan remarked at a recent review meeting that saw the participation of senior office bearers of the ISC led by the General President Prof.Pandey. "The

infrastructure is getting spruced up" the Vice Chancellor added.

Besides the Vice Chancellor those University officials who attended the meeting included the Pro Vice Chancellor, the Provost and the Registrar.

"We have identified speakers, not only from Indian academics but also internationally and more than six Nobel Laureates will be attending" the event, the Vice Chancellor said at the meeting. "We will make it as best as possible... SRM University and all members of the Organising Committee will put in their best efforts to make this ISC the best" the top University official said confidently.

The same theme was picked up



The facilities we have here are superior... I assure you SRM will do its best

Provost



by the Provost, Dr.M.Ponnaivaikko who pointed out the significance of holding this ISC against the backdrop of the Silver Jubilee of the SRM Group of Institutions. "The facilities we have here are superior... I assure you SRM will do its best" the Provost said.

Briefing Committee Members

and the visiting delegation from the ISC, the Director of Research, Dr. Narayana Rao spoke of the tentative titles identified for the plenary session, the full tentative programme, the sectional symposia and the progress registered in the various functional committees.



The SRM team led by the Vice-Chancellor, briefing the General President of ISC and other officials.

like clubbing etc in the name of freedom. Opportunities are to understand your true potential and utilize it positively because otherwise you are worse than those who don't even get it.

**Q: How did you feel when you were working in the Tihar jail? What made you reform the condition of the prisons?**

A: I am a very transformative person by nature and I resolve my own issues. I also believe in the power of education and that it is transformative if you study in the right way. So, if I think something needs to be changed I will work for it and not just sit doing nothing. If I change something at work, it

is my responsibility and that's what I did with the prisons also. I am always on the move and believe in change... You cannot be dependent only on your school text books and your teacher. Students have to take their own responsibility to educate themselves.

**Q: What is the message that you would like to give to the students?**

A: I think as students you need to develop a vision of your own and learn to focus. It helps you to concentrate your energies in a right direction. You will be what you visualize yourself to be. So, in the end, everything is in your hands!

## Blood Donation at Vadapalani



Blood Donation Camp had been arranged by NSS cell of City Campus of SRM University in association with the Lions Club recently, at Annanagar and Vadapalani. The camp was inaugurated by Campus Director - Thiru M. Subramaniyan. Nearly 1600 students participated in this camp.

## Enhancing Retailing Skills

R.Krishnan

The SRM School of Management recently hosted CENREX - Center for Retailing Excellence to bring out the retailing skills amongst the students in the department. CENREX basically provides a platform for the budding businessmen to enhance their retailing skills. Here, the students are encouraged to sell any product inside the campus, thereby inculcating this very important skill of a manager.

The inaugural function which was held at the T.P.Ganesan saw the participation of Mr. Ampa Palaniappan, Managing Director of the prominent Ampa Skywalk mall, Chennai. The special Guest for the occasion was Mr. Murali, Consultant, Retailing services. Dr. Jayshree Suresh, Dean, School of Management, welcomed the gathering; Mrs. Poonguzhali, Faculty member and the brain behind the CENREX, lighted the kuthuvilakku; and Mr. K.D.Balaji, Convener, CENREX introduced the Guest speakers. The RAI-Retailers Association of India supports CENREX by facilitating the procurement of materials for retail and by educating the students with workshops and lectures. They also help in providing job avenues and placements.

"This is an excellent opportunity for the students to try their hands on retailing and entrepreneurship," says Prof. S.Senthilkumar, Head of Marketing. "We are planning to set up permanent retail outlets in the campus". The meeting concluded with the ribbon cutting ceremony of an Amul retail outlet by one of the students.

Prashanti Ganesh

"Even if you aren't planning to study abroad in the next semester, don't rule it out completely", says Mr. Bryan Dalton, Chief of Consular Services, US Consulate, Chennai, at the Sponsorship Award Function of the Semester Abroad Program (SAP).

"Education abroad will give you that extra edge and prepare you to work outside your comfort zone", he added, while addressing a huge gathering of students in the T.P Ganesan Auditorium.

He gave away the sponsorship cheques of five lakhs each to Mehul Srirish Oswal (Aerospace), M. Subramani (Mechanical), P.B. Manasa (IT) and Pranav Sood, who are the four out of the six students going to MIT this year, Two of whom have already started their SAPs. Mr. Dalton appreciated SRM's efforts in teaching foreign languages to the engineering students and laid emphasis on its usefulness in the global educational and workspace scenario.

He also introduced the US-India Educational Foundation, an initiative of the US Consulate to help parents and students in making the right choice regarding schools, scholarships, etc and invited the students to make use of the resources provided by the consulate.

In his welcome address, Dr.T.P.Ganesan, Pro Vice Chancellor spoke of the SAP Programs mentioning the various schemes offered by the Office of International Affairs at SRM such as the dual degree, student and faculty exchange programs. "This year 34 students are going in the fall semester and 46 in the spring semester. Forty students have taken part in the dual degree program", he said. Dr.T.V.Gopal, Principal Coordinator, International Relations, presented a report on

## Education abroad will give you that extra edge - Bryan Dalton

We like to achieve global excellence and strike a difference V. Kirubanandan



Mr. Bryan Dalton handing over the cheque to a SAP recipient.



The Provost and Mr. Dalton interacting with the SAP Students.

has also been an active initiative, with over 25 faculty members having participated in it.

Dr. Ponnavaikko, Provost, and Chief Academic Officer, in his Special Address, said "Education whether offered in India or abroad is for empowering people in their area of specialization". the SAP's purpose "...is to get students exposed to the environment of the developed world and realize that they are nothing lesser than anyone else", he noted.

"We like to achieve global excellence and strike a difference", said Mr. V. Kirubanandan, Advisor, in his Felicitation Speech.

S. Shivaraman (ECE) who spent this sixth semester at MIT shared his experiences with the audience, along with few others who have been a part of the SAP. He spoke about the joy in being able to interact with the authors of his textbooks here at SRM. "It was an enlightening, exciting and fruitful experience", he said.

Professors Mrs. Revathi Venkataraman (CSE) and Dr. Harsha (Dept. of Cardiology) also addressed the audience about their experiences and expectations with regard to the Faculty Abroad Program

SAP. "The first SAP initiated in 2008, with over 200 students having participated till date. The 6th batch is in progress now and the internal selection process for the 7th batch has been completed", he stated. "Apart from engineering, the Department of Journalism and Mass Communication and the Medical College have participated

in the SAP." Apart from the united states, Germany, France, New Zealand, Netherlands and Japan are some of the countries that SRM has collaborations with. SRM not only offers scholarships worth 10 million rupees every year, but also provides various fee-waiver options.

The Faculty Abroad Program

## SRM student 1st to relate Gen.

↳ P1

**Q: How were the laboratories and other such facilities at IISc?**

Ans: The facilities were top notch at IISc. With the laboratories open 24 / 7, I could work all night on my research work, without any restrictions

and in the process I learnt time management as well. Plus, I was given Rs 6000 a month as stipend to cover my daily expenses there.

**Q: Were there guest lectures also conducted?**

Ans: Yes, we had professors from eminent universities such as NYU, University of Wisconsin, IITs, NITs etc delivering lectures every week. Apart from these we also had a workshop on technical writing.

**Q: Tell us something about your research project?**

Ans: My research was titled 'Thermodynamic Analysis of a Lithium Bromide-Water vapour absorption refrigeration system'. I worked under Dr. G.S.V.L. Narasimham who is the Principle Research Scientist at IISc in the field of 'Refrigeration and Airconditioning'. The idea was brought about by Dr. Narasimham and during the course of the project it proved

to be unique. In the final week of my training I had to deliver a presentation and viva on the project to the entire mechanical faculty.

**Q: And how was it unique?**

Ans: Well, as the project progressed, I was able to relate the generator temperature and the coefficient of performance of the system. I believe I am the first person to do so.

**Q: Impressive. What are your future plans for your**

**project?**

Ans: I plan to continue my research further as my final year project at SRM.

**Q: Any message to your fellow students?**

Ans: I would like to urge students to apply for the program as it is an opportunity of a lifetime to study in an institution like IISc and it offers very good research exposure in the undergraduate years of a student's life.

## ELSEWHERE AT SRM...

## Management Quiz at Modinagar Campus

Ruhi Jain

Management Students actively participated in the "Management Quiz" on Sep 3, 2010. Department of Management Studies organized the Management Quiz under the guidance of Dr. NC Bansal HoD, Department of Management Studies and other faculty members. The quiz had four rounds of General Aptitude, Punch line identification, logos identification and several other management questions. The quiz aimed to enhance the reasoning power and corporate knowledge in the students to make them well qualified to face the new challenges of the market. These not only groom their personal identity but also their professional outlook. Dr. NC Bansal commended the efforts and enthusiasm of committee members Himanshu Jindal, Vijendra Mishra, Rishabh and Rohit Kumar and congratulated the participant on their performance.



(L-R) Dr.G.Ilango, Dr.T. Tamizharasan, Mr.G.Parthasarathy and Mr.S.T.Rajan (Resource Person)

## C Programming Fundamentals TRP Engineering college, Trichy

A Staff Writer

The Department of Computer Science and Engineering of TRP Engineering College, Trichy organized a two day workshop on "C Programming Fundamentals" for First Year Students on 24th & 25th September, 2010 at Eswari Hall. Mr.S.T.Rajan, Head, Computer Science Department, St.Joseph's College and his team were the resource persons. The Workshop was inaugurated in the presence of Principal,

Dr.T.Tamizharasan, First Year Coordinator, Dr.G.Ilango, and Head, CSE, Mr.G.Parthasarathy of TRP Engineering College. Welcome Address was given Ms.G.Swetha of First ECE. The Resource Persons discussed about the fundamental concepts in C Programming and they trained the students to write the programs on their own. Mr.E.A.Vinoj Peter of First Civil thanking the resource persons about their motivational lecture.

## Dancing diva Krithika Ramachandran

Aparna Nair

Genetic Engineering is where she shows her academic prowess. But when it comes to living life, she lives Bharatanatyam. Krithika Ramachandran, a 3rd year Genetic Engineering student is one of the most promising students of SRM University. This girl surely is an all rounder. Her team won the first position in intra-SRM competition 'TARANA', in the years 2008 and 2009 and second place in 'SAARANG-09', the cultural festival of IIT-Chennai.

A resident of New Delhi, she has been learning Bharatanatyam from her Guru, Smt. Kanaka Srinivasan (Padmashree awardee) from the very young age of seven.

Debuting with 'Little Apsaras' in the year 2000, 'Mahasaraswati', 'Shabdabrahman', 'Krishna Tatvam', 'Panchalingam' etc are some of the famous productions of her dance school in which she has

participated. She also participated in the closing ceremony of the Asian film festival at Sirifort Auditorium on July 23rd, 2006. She has also accompanied her Guru for lecture demonstrations to schools in and around Delhi and Chhattisgarh. She had her "Arangetram" at India International Centre, New Delhi, on January 16th, 2005 and was fortunate to get a good review by the legendary Subbudu. She has given many solo performances in Delhi and Chennai.



"I practice my dance regularly and my academic success is due to the discipline which Bharatanatyam has instilled in me. I am very grateful to my University to have given me so many opportunities to showcase my talent" says Krithika. If she continues to perform with the same zeal and vigor, she will definitely go a long way.

## Power engineers learn to solve problems through computing skills

A Staff Writer

A two day national level workshop on "Soft Computing Techniques for Power Engineers" was initiated and organized with the aim of provoking young minds towards intelligent techniques like ANN, Fuzzy logic, and GS to be applied in power systems and power electronics and drives. The workshop had 75 external and 95 internal participants.

Day 1 started with the inaugural function in the presence of two dignitaries Prof. Dr.D.P.Kothari advisor of chancellor, VIT University and Dr.M.Ponnavaikko, Provost, Dr.S.S.Dash, HOD/EEE, welcomed the chief guest and the gathering.

Dr.M.Ponnavaikko delivered the presidential enumerating the different optimization problems in power systems and the importance of soft computing techniques in engineering problems. Prof. Dr.D.P.Kothari enlightened the audience with his keynote address on environmental problems and



challenges facing the modern world and ignited the young minds with the importance of energy conservation and management

Added to the credit of knowledge the morning session is accompanied by Dr.S.Ramareddy with the very useful introduction to MATLAB-Simulink to PED engineers and is followed by highly interactive session with the students. In the ANN section presentation on ANN & Fuzzy logic application to engineers was given by Mr.P Ganesh Kumar (AP/AV, Coimbatore).

Day 2 started with the

demo on CYME Software by Mr.Premkumar, of ImageGrafix Engineering Pvt. Ltd., Chennai. Adding stones to the crown, DR.Mahesh kumar Mishra, Prof./IIT madras delivered his valuable speech on "Harmonics in Power System". This session was followed by two programs - GA Applications to power system optimization problems by Mrs.J.Preetha Roselyn, SRM University for power system engineers and introduction to MAGNET Software given by Mr.J.Shashikumar, (project analyst) was very useful to power electronics engineers.

## Be creatively ....

P1

Dr.Bedi, the high profile activist who also had a stint in an advisory position at the United Nations, emphasized that the Indian youth should get into the concept of social engineering and make an inclusive society where everybody helps each other. As youth we must become strong educators, be disciplined and creative. Work and create for those who are less privileged than you are and may this INNOMIND inspire you all in doing that.

K. Mohan of SRM University won in the category 'My Campus'. He had designed the device that can track mobile phones in prisons and exam halls. Ram Nitesh of SRM University won in the second category, 'My World'. He has contributed towards saving the environment through his NGO and also helped an accident victim in the railway station.

The third category, 'Trailblazer' was won by Archita Doshi of MOP vaishnav College for raising funds for social cause and taking up social initiatives. The fourth category, 'Sparkling

Business Ideas' was won by R. Haripriya's team. They had designed a watch that would photograph and send signals to nearby police station in case of any mishap like eve teasing. Apart from these, two commendation awards were given to Sambit Jena of SRM University for 'My World' and to S.R Nandkishore of SMK Institute of Technology for 'My Campus'. The welcome address was given by the Registrar, Dr. N Sethuraman and the Provost delivered the special address. Ms. Anuradha Parakkat, Director, CSM shared her experience of the genesis and evolution of INNOMINDS. The vote of thanks was proposed by the heads of Cultural Committee of SRM University.

As youth we must become strong educators, be disciplined and creative

Dr.Bedi



## Call for innovative projects to solve energy crisis

Rahul Walid  
Shiv Nadar

“Energy crisis is a threat, and the evolution of engineers as technocrats is the key to managing it,” said Dr. R. Jagadeeshan, Professor, Department of Electrical and Electronics Engineering, SRM University, in keeping with the theme of the two-day national level technical symposium, Corona 2010.

The recently concluded Corona 2010 was held with exceptional vigour and élan. Forty days of intense preparations panned out into an enviable saga of healthy competition, fun and learning. 1600 registrations for a departmental symposium stands testimony to the effort put in by the students and faculty members of the department.

The Director, Dr. C. Muthamizchelvan, presided over the inaugural ceremony and spoke on this year's theme, Energy Crisis and Management, calling for innovative projects to help solve the crisis. The

inaugural ceremony had Ms Sancta Maria, Head of Human Resources, GET power, as the chief guest. She discussed the opportunities the students get in core areas and gave them valuable suggestions. A magazine, Aureole, which had the selected abstracts, achievements of the students of EEE department, various articles, ad pages of the sponsors and many more, was released by the Chief Guest. The Director also spoke in favour of Green Energy, recycling and reusability techniques. The events, totaling to 6 technical and 6 non-technical, began right after the inauguration.

The paper presentation event, Paperizza, received about 400 abstracts from various universities and colleges from all over India. 35 papers were selected for presentation, after many levels of scrutiny. Eureka and Idea Presentation also showcased many innovative ideas.

Students participated with much enthusiasm in the Circuit Debugging event, which tested

the knowledge of electronic circuits among the students through various rounds.

Robotics served to be a major highlight, along with Quiz Elekrika, which tested the participants' knowledge in both, technical and non technical aspects.

The highest participation, however, was seen in the gaming events, which included NFS, Warcraft, FIFA and Counter Strike. More than 400 people registered for these events.

As the last day of the technical symposium drew to a close, the valedictory ceremony was held, presided over by Dr.S.Ponnusamy, the Controller of Examinations, SRM University. Mr.Sridhar, Assistant Professor, delivered the welcome address.

Dr. T.S. Rangarajan was the Chief Guest for the event and he complimented the organisers on their successful effort. He insisted on extra-curricular skills that would be very useful when students take up a job.

## Club inaugurated to promote mathematics

A Staff Writer

SRM University Vadapalani Campus has inaugurated grandly its Mathematics Club, named ELITE Mathematics Club recently. “ELITE” symbolizes the all available light of knowledge bestowed upon us. The Club was formed under the able leadership of Dr.B Baskaran, the HOD of the Department

of Mathematics under the able guidance of Mr. M Subramaniyan, Director Vadapalani Campus and Dr.K.Duraivelu, Dean of Vadapalani Campus. The Chief Guest of the inaugural function was Prof.S.A Rahim, Director of Mathematics Society, Bangalore. Prof.S.A Rahim was kind enough to give us a guest lecture on “IQ Development through Mathematical Puzzles”. The importance of Mathematics in day

to day life and its applications in the competitive spheres were explained. It was an all inspiring and enthusiastic speech lifting up the spirits of all the students and teachers. Prizes were then given to the winners of the Quiz competition. Later, the function concluded with a Vote of Thanks by Aashish Kumar A Jain, the Chairman of Elite Mathematics Club followed by the National Anthem.

## Students hop and dance to welcome freshers at Vadapalani

A Staff Writer

Freshers' day is a very important and memorable day for every college student. SRM University's City Campus at Vadapalani saw its very first freshers' day on the 4th of September. The various events were meticulously planned by the second year students of the campus, who had put a lot of effort into organizing the event, getting sponsors and practicing for the different performances. “Aagazz 2010”, was a grand success and was enjoyed thoroughly by all the juniors. All the Juniors were dressed in white colour and Seniors in black. The event started off with a welcome speech by Aneesh of the Department of Mechanical Engineering, followed by a prayer song and lighting of the lamp, keeping in tune with tradition. The Dean, Dr. K. Duraivelu addressed the gathering, after which the events started to unfold. The very first event was a song by Amy from ECE department. The next event was an energetic dance performance by Shikha and Shivany from department of ECE. After the first two events, a small contest was held for the juniors. Eight members were selected from the audience in a very unique way - two large coconuts were passed around while music was played, and the person holding the coconut when the music stopped was

selected as a participant. Four girls and four boys were called on to the stage, and the contest involved drinking a soft drink out of a cup without using the hands. Immediately after this event, there was a song by Usha and Rohan of ECE and a dance by the 'Rebellion Dancers' of the Department of Computer Science. With a view to breaking the monotony, an impromptu speaking session, - 'JAM' was conducted. Next came a song by Nithya and Karthik, followed by a dance by the boys of the Department of Mechanical Engineering and Uday and group from ECE. The event came to an end with a song by Rajan from CSE and the final performance was rendered by the college band, complete with electric and acoustic guitars, a keyboard and vocalists crooning out some really peppy numbers. After the band's performance, the prize winners were announced, and certificates and trophies were awarded to the winners of the several events that had been conducted previously.

An RJ from Radio Mirchi had been invited to the college for another session of fun in the auditorium. The jam-packed auditorium was filled to its capacity, and the RJ conducted several fun events and games for the students. Winners received gift vouchers, T-Shirts, 4 GB pen drives and other goodies.



# Sharpening scientific skills and broad Aaruush '10

Ritika Agarwal  
R.Krishnan  
Trisha Anand

Chetan Bhagat turned quizmaster, an air show left viewers in awe, an army tank stood tall and about 7500 students vied for attractive prizes in 46 events as a theme based Aaruush 2010 rode high on both style and substance.

The four day showdown of techno-management acumen witnessed in Aaruush '10, this year's edition of SRM University's techno-management fest, left all and sundry asking for more. Surpassing its previous editions, the fourth edition of Aaruush seemed to reach the acme of excellence. The participation of over 7500 enthusiasts from 24 states of India vouches for the high quality the fest attained in its fourth edition.

The fest was inaugurated by Prof. M.S.Ananth, Director, Indian Institute of Technology- Madras, along with other dignitaries at a fittingly splendid

inaugural function here at the T.P.Ganesan auditorium on the 31st of August 2010.

Unlike its previous editions, Aaruush '10 supported the environmental cause of Conservation of Energy. To mark the opening ceremony, a rally supporting the cause marched the campus. With events like 'Enlightening Homes' and 'Energy -Wise', an attempt to create awareness about the importance to save power was successfully made. In 'Energy-wise', the students were given a prototype of a building for which they had to reduce power consumption. In the event 'Enlightening Homes', innovation to design a solar UPS was put to test.

With over 46 events spread across the eight domains of Aaruush, namely 'Magefficie', 'Fundaz', 'Presentatio', 'Konstruction', 'Yuddhame', 'X-Zone', 'Blue Book' and 'Robogyan', the fest was a litmus test of grit, knowledge and application. Participants from across the country thronged the event site to enter the clash of the titans.

The events in 'Magefficie' tested students on their corporate knowhow, by providing



Prof. M.S.Ananth, Director, Indian Institute of Technology- Madras interacting with the Pro-Vice Chancellor, Vice Chancellor and other dignitaries.



situations pertaining to the corporate world. The participants were seen wracking their brains to recollect their fundamentals in the events of the domain 'Fundaz'. With the events of the domain 'Blue Book', the life science students were tested on their technical knowledge. Mechanical buffs got limitless opportunities to test their

skills with events under 'Konstruction'. Robotics aficionados pitted against one another in 'Robogyan'. 'X-Zone' was the gaming arena, where participants turned out in huge numbers. 'Yuddhame' and 'Presentatio' tested contestants for their technical and literary competence respectively. Some of the special events

conducted were SAE club's 'Muck the Dumper' and AISEC's 'Global Citizen Award'. A prize money of Rs. 8000 was up for grabs at 'Global Citizen Award'.

Be it the Ethical Hacking workshop by hacking maestro Sunny Vaghela or the Aaruush '10 main Quiz by Chetan

Bhagat, the audience was left asking for more. Indian literary sensation Chetan Bhagat was the quizmaster for the Aaruush main Quiz, held in the T.P.Ganesan auditorium, which was packed with fans and enthusiasts. Several rounds of intense quizzing resulted in Balaji.B of SRM University and Rohit S from Sri

# ...dening outlook....



...acting with organisers and students at the inaugural function along with the Registrar. Below : scenes from the festivities



Venkateswara College of Engineering, Chennai, taking home the coveted laptops from HP. The Air Show, conducted by Retd. NCC Officer, Mr.Dharmaraj, was very well received. Students were offered a peek into the Defence Forces setup of India with exhibitions by Indian Air Force, DDGQ, OTA, Combat Vehicle

Research and Development Establishment (CVRDE) and Coast Guard.

A novel idea, the display of Arjun Main Battle Tank, proved to be a crowd puller with students gaping at its display of strength.

Blood Donation Camp and participation

of NGOs like '5th Pillar' and 'Eureka Child' added a few more feathers to the festival's cap. The four day Techno-management extravaganza fest, Aaruush 2010, came to its conclusion on the 4th of September, with the valedictory function held at the T.P.Ganesan Auditorium.

The Chief Guest for the evening was Dr. P.S. Veeraraghavan, one of the senior most scientists at the Indian Space Research Organisation (ISRO) and currently the director of the illustrious Vikram Sarabhai Space Center (VSSC), Thiruvananthapuram. He then presented the Provost a model of ISRO's brain child, Chandrayaan-1.



## 5hrs of adrenaline rush at Shuru'10

Sharoni Mitra

The latest batch of SRM-ites got its share of entertainment and fiesta with Shuru 2010. Organised by the Student Activity Centre of SRM University, Shuru treated the first years to almost five hours of non-stop adrenaline rush, excitement and fun.

It started in the traditional way with the lighting of the lamp followed by an address to the juniors by Ms. Anuradha Parakat, Director of Corporate Affairs and Student Mentoring, in which she encouraged the freshers to come forward and take part in the various events.

'Sparsh', the musical band, was the first performer for the day. It enthralled the audience with two beautiful tracks of 'Jalpari' and 'Ore Piya' and

paved the way for more to come. This was followed by a number of dance performances by the first year students which left everyone, including the judges, asking for more. Be it Indian, classical, Fusion, Hip-Hop, or simple western, every style of dance was performed to perfection.

The chief guests, singer Ms. Suvi Suresh of the 'Kodanakodi' fame and Mr. Unni Nair, obliged the students with renditions of 'Chandralekha' and 'Bachna Ae Haseeno' respectively.

Next up were the host dance performers of 'Deadly Dynamites' and 'Illusionist Reloaded'. Both the groups set the stage on fire with their power packed fusion dances, mesmerizing one and all present. However, one of the main highlights of Shuru '10 remained the Fashion Show

leading to the Mr. and Ms. Fresher's titles given to the smartest and most talented people on stage. This time the structure of the competition saw a change with the main participants for the title being winners from the previously judged dance, music, variety show and fashion show competitions.

As each participant walked the ramp to thunderous applause and answered the questions posed by the judges, it indeed seemed to be a tough call to choose a winner. However, after a lot of hard work and speculation the two coveted titles went to Hitesh Rathee (Department of Civil Infrastructure) and Soha Chhaya (Department of Biotechnology).

And if you think dance and music were the only things Shuru had to offer, you are highly mistaken. This year's edition of Shuru had stalls from the various states of India displaying our country's rich cultural heritage.

Refreshments like 'cham cham' and 'Ghoogni' from Bengal and 'Thepla' and 'Dhokla' from Gujarat were made available to all present. Anushree Kedia, a third year Bioprocess Engineering student, summed it up by saying, "The end results of thunderous applause and high sales proves how much we enjoyed and wish the first years did the same!"

Let us hope that the tempo Shuru has generated is retained, and that we continue to have many more such events in the near future.

## Racing towards Supra SAE

Rachna Asapu

The 'CamberRacing' team of SRM University is all geared up to present its formula car at the Supra SAE (Society Of Automobile Engineers) competition. Over seventy-six colleges from all over India are expected to participate in this grand event and fabricate a single seated race car.

The team consists of twenty-five enthusiastic students from various departments like Mechanical Engineering, Automobile Engineering and Electronics and Electrical Engineering, who were selected through preliminary written tests, followed by an interview in April this year. The team has already finished working on its first prototype, and is one of the forty six teams to be selected for the 'Virtual Supra'.

The entire car is expected to be completed by January 2011. A new lab has been set up at the

Kattankulathur Campus and is well-equipped to aid all such teams. The Faculty Advisor of this team is Prof. Martin J. Anandaraj and the team is headed by Pushkar Venkat.

They also have an e-newsletter called 'SplitSecond' written by Ansh Verma, Akhilesh Krishnan and Rishab Dugar who are members of the team too. "The members of the team are very hardworking, committed and are focused on the competition," says Pushkar. They have the special privilege of attending out-station workshops. SRM University, ANSAL Infrastructure Private limited, Maruti Suzuki, JK Tyres and Ashlok Safe Earthing and Electrodes Private Limited are the sponsors for this team.

The team is also planning to recruit juniors who will be trained by the present existing members and those interested can mail to pushkar.venkat@hotmail.com or tarun.tripathy@hotmail.com.

## Focus on cloud computing

A Staff Writer

The Department of MCA, SRM Arts and Science College has organized an intensive and interactive half day seminar on "CLOUD COMPUTING". It was held on 17-8-2010 at 10.30AM in the Seminar Hall. Department Head and other faculty members with students of MCA were present in the hall.

Mr.R.Karthikeyan, Vice President – Technology & Business Development, eNoah iSolution India P Ltd., has been invited for the above said seminar. He has obtained his professional degree in Mechanical Engineering and PGDM from ICFAI, India. He started his role as a Program Director in (BFSI & Manufacturing), Mind Tree India Ltd., and gained 15 years of experience through various fields like Banking Industry, Automobile and Manufacturing industry.

The function started well with the prayer song sung by the MSc IT students. The Chief guest Mr.R.Karthikeyan, has presented the Seminar in an interactive way which motivates the students to stay active throughout the session. The Seminar focused on the importance of the recent shift towards cloud computing, the environment and its advantages of sharing resources and information.

The agenda for the seminar is Introduction to cloud computing, SAAS (Software as a service), Web Services, Utility Computing, Pros & Cons, Security Issues

The speech started well with a lucid definition for cloud computing and proceeded further to explore its applications in real life. As he said, With the emergence of "Cloud computing", computing power can essentially be purchased like a utility, similar to electric power from the grid. Users, which include companies of all sizes, can order virtually any size server infrastructure without the burden of up-front hardware or software costs, or the expense of server operations or people to manage the data center. As a result, many companies are moving to or contemplating the outsourcing of computing to simplify operations and cut costs. Similarly, the delivery of software applications is transitioning to a "rental" model where users can use what they need when they need it. Core accounting and finance applications are rapidly developing and growing in this flexible, scalable model.

He narrated various concepts like SAAS, Utility Computing and Web services with industry oriented examples. He also discussed about the recent debate about the ban on Blackberry mobile applications in some countries including India. The complete session was a good opportunity for the students.

## B-School Bazaar 2010

A Staff Writer

Entrepreneurial Development as a subject is offered to the MBA students to create awareness among them about the benefits of starting and running a business. The conduct of SRM B School Bazaar will provide hands on experience to the students in conducting a business. This would also bring out the spark of

surviving in healthy competitive business environment. In this context, SRM B School conducted B- School Bazaar on 2nd & 3rd September, 2010 at



their Vadapalani campus. The Bazaar was inaugurated on 2nd September 2010 around 11.30 a.m. The Guests of Honour were Mr. B.Gopinath, CEO, SKP Silks, Kanchipuram and Mr. M.Lokesh Giri, MD, Giri

Furniture, Chennai. Dr. Jayshree Suresh, Dean SRM School of Management, Mrs. Anuradha, Director, Corporate Affairs and Students Mentoring, Prof.T.P. Nagesh, HOD, SRM B School and the Faculty, SRM B School were present for the inauguration.

The list of products included accessories, handicrafts, clothes, nail art, laptops, food etc. The Bazaar saw a crowd of around 4000 visitors.





# The FABULOUS Way of Things

## Computer Expert Stresses the Prospect of IT Students in India

John Sunday G. and Prashanthi Ganesh

A computer expert, Mr. Frank Anthony Samy assured computer science students in India of brighter prospects ahead of them irrespective of the downturn in the industry presently. Mr. Anthony Samy, Manager Projects, Cognizant Technology Solutions, gave words of encouragement at the T.P. Ganesan Auditorium, SRM University, Katankulathur, Chennai, during his keynote address at a two-day symposium on Information Technology organized by School of Computer Sciences, Faculty of Science and Humanities of the institution.

“Last year and this year alone, we’ve recruited over 17,000 people, especially from colleges. There is still a demand for IT professionals”, he said. “So don’t worry about your choice of choosing IT”, he reassured the students.

He also highlighted the importance of our educational system. “Because of the rapid changes in the industry, the one thing that has helped us is the structural rigor in our educational system”, he said.

Mr. Anthony Samy, an alumnus of the University and the chief guest, urged the students not to shy away from the rigors of academics so as to acquire the necessary skills and modern professional language of the industry that would keep India ahead of other countries in Information Technology.

He noted that other countries like China, Singapore and some in Eastern Europe are coming up strongly in IT. For India to remain competitive in the industry therefore, he said, emphasis must be placed on the study of science and technology in the universities. He admitted that Indian scientists are yet to contribute to indigenous information technology development as they have done in foreign companies like Yahoo, Google and E-bay.

Earlier in his inaugural address, the Provost and Chief Academic Officer of the university, Dr. M. Ponnavaikko, expressed his happiness at the fashion in



The Provost at the inaugural function.



The chief guest Mr. Frank Anthony Samy of CTS and Dr. S.P. Rajagopalan, Professor Emeritus of Dr. M.G.R. University addressing the gathering



The Controller of Examinations, Dr. S. Ponnusamy, at the prize distribution. Also seen in the picture are The Dean and the Director of the Faculty of Science and Humanities, the Chief Guest at the valediction Mr. Ganesh Subramaniam, Associate Vice president of TCS and the Head of the School of Computer Sciences.



Cultural Show at the event



Scenes from the breakout sessions at the Mini auditoriums

which the symposium was put together by the School of Computer Sciences. He went down the memory lane to recall that the department which started with as handful of students and currently boasting a strength of some 900 students.

Hundreds of students from the Faculty of Science and Humanities as well as from over 80 colleges and Universities from the four southern states witnessed a treat of sorts spread over two days.. After Dr. K. Sengotti, Dean, Faculty of Science and Humanities, provided the Welcome Address, Dr. R. Balasubramanian, Director, Faculty of Science and Humanities, gave the Presidential address. He stressed the need

for bringing in professionals from outside the university to provide essential practical knowledge to students.

The Felicitation was offered by Dr. S.P. Rajagopalan, Professor Emeritus, Dr. M.G.R University. “There is no difference between teachers and the students, sometimes the students know more than teachers when it comes to the subject of computer sciences”, he said.

Mr. S. Sidharthan, Head of the School of Computer Sciences, gave the Vote of Thanks.

There were various sessions headed by eminent IT professionals and competitions spread over the technical symposium. Mr. Anand Mohan

Ram, Infosys, spoke about innovative retail models in his session on ‘Emergence: Recent Trends in IT’.

Some of the other sessions that took place were ‘The Sojourn at IT’, by Mr. Ragupathy Annamalai from TCS, ‘IT Perspectives’, by Mr. Raj George, HCL Technologies, ‘Animation Around’, by Mr. R. Sasi Kumar, Aptech Ltd., and ‘Multimedia Mission’ by Mr. M.R. Shankar, Arena Multimedia.

GunShot (Quiz), YOM (Your Own Movie), Postromine (Poster Presentation), Animatra (Animation), Show ‘n’ Web (Web Designing) were some of the competitions that were conducted for the participating students.

“This is great exposure for us. We are enjoying ourselves very much in this symposium”, said Archana, a second year Computer Science student from Sri Muthukumaran Institute of Technology, Mangadu.

The Valedictory function was an equally impressive one with the Associate Vice President of Tata Consultancy Services, Mr. Ganesh Subramaniam, driving home the essentials of Information Technology and the absolute imperative of students to hone in on their communications skills. And Fabulous ’10 ended on a grand note with a “fabulous” cultural event featuring some of the very best talents—traditional and modern.

# Shuttling His way to glory

**A Spectrum Reporter**

Exposure at the international level has done a world of good to young shuttler S.Subramanian. He was a part of the Indian Universities team at the World University Badminton Championship, which concluded at Chinese Taipei recently.

his selection for the world university championship.

“The event provided me an opportunity to compete with some excellent players. I got a chance to watch Bo Zheng (Mixed Doubles World No.1) in action. It was a wonderful experience” he said.



S.Subramanian.

The Indian team played against Singapore, Poland, Switzerland and Chinese Taipei in the league phase of the tournament. Subramanian, a doubles specialist, played mixed doubles partnering with Megha Merin Ninan against Singapore and Chinese Taipei.

“Against Singapore we took the match to the decider. We had our chances but conceded points at crucial junctures. It was a heartbreaking loss” he recalled.

Subramanian is a final year student of SRM College of Arts & Science, Chennai.

He was the only player from Tamil Nadu in the Indian Universities team for the Championship.

The youngster has captained the University of Madras team in the South zone and all India inter-university badminton tournaments. A series of good performance at the tournaments facilitated

## SRM Men's volleyball at top for 4<sup>th</sup> consecutive year

**A Spectrum Reporter**

Results of the 8<sup>th</sup> Kamarajar Trophy State Level Volleyball - Men, Tournament Organized By Vellachamy Nadar College, Nadar Mahajanam Trust, Nagamalai, Madurai held recently

**1<sup>st</sup> League**  
SRM Beat Jamal College, Trichy  
Score: 25/20, 25/14, 25/15

**2<sup>nd</sup> League**  
SRM Beat Sivanthi Adhithnayar College,  
Score: 25/12, 26/24, 25/12

**Semi Final**  
SRM Beat Sathya Bama University  
Score: 25/14, 25/20, 25/22

**Finals**  
SRM (Defending Champion) Beat Sivanthi Adhithnayar College, Score: 24/26, 25/13, 25/15, 25/19

SRM won Kamarajar Trophy, Continuously 4 Years

Best Player: T.Sakthi Kumar (Libero)



The Pro-Chancellor and the Director of the Faculty of Science and Humanities and Sports with the winning volleyball men's team



The Chancellor and the Director of the Faculty of Science and Humanities and Sports with the volleyball women's team runners up at the Kongu and Karunya Tournament

## SRM Shines

State Level Inter collegiate Volleyball men Tournament Dr.kalagair Trophy, Ayyampet, Thanjavur held recently

**League Result**

SRM Beat vels university, Chennai.  
Score: 25/12, 25/13, 25/12

SRM Beat Sathyabama university, Chennai.  
Score: 25/21, 25/20, 14/25, 25/17

**Final Result**

SRM Beat Panimalar Engineering College, Chennai.  
Score: 25/18, 22/25, 25/13, 25/19

## Valliammai posts easy victory

**A Staff Writer**

Anna University Zone - IV'A', Basketball Men Tournament

organized by Valliammai Engineering College held recently;

**Quarter Final**

Valliammai Engineering College beat MIT, Chennai,  
Score: 50/25

**Semi Final**

Valliammai Engineering College beat BSA crescent Engineering College, Chennai  
Score: 45/33

**Finals**

Valliammai Engineering College beat Dhanalakshmi Engineering College, Score: 60/35

## Nithin No.1 in State ranking

**M Senthil Kumar**

V Nithin Thiruvenkadam of SRM edged Raja after a thrilling game to win the 5<sup>th</sup> State Ranking table tennis tournament held recently. Nithin beat Raja: 9/11, 5/11, 11/8, 11/6, 12/10



V Nithin Thiruvenkadam



The Pro-Chancellor, Mr. P.Ravi and the Director of the Faculty of Science and Humanities and Sports, Dr. R. Bala Subramanian with the football men's team, the runners up at the Karunya Tournament



The Pro-Chancellor and the Director of the Faculty of Science and Humanities and Sports with women badminton winners



The Pro-Chancellor and the Director of the Faculty of Science and Humanities and Sports with the winning women's basketball team



The Pro-Chancellor and the Director of the Faculty of Science and Humanities and Sports with the winning Hockey team

## SRM Varsity Secures Overall Championship

**Mohana Krishnan**

SRM University emerged overall champions at the 11th Kongu State Level inter Collegiate Tournament organized by Kongu Engineering College, Perundurai, Erode 9 to 14 September 2010 more than 50 Colleges participated in the Tournament recently.

**Basketball -women Result**  
SRM Beat Kongu College, Score: 46/10  
SRM Beat PSG Krishnamal College, Erode, Score: 48/40

**Finals Result**  
SRM (Defending Championship) Beat MOP College, Score:48/37

**Badminton Women Result**  
SRM Beat Kongu Engineering College, Score: 2/0

**Finals Result**  
SRM Beat Panimalar Engineering College, Chennai, Score: 2/0  
Best Player Award: Archana Devi

**Volleyball Men Result**  
SRM Beat PSG Engineering College, Coimbatore  
Score: 25/10, 25/12

**League Result**  
SRM Beat St. Josephs Engineering College, Chennai  
Score: 25/13, 25/20, 25/14  
SRM Beat Panimalar Engineering College, Chennai  
Score: 25/17, 25/17, 25/13

**Final Result**  
SRM (Defending Champion) Beat Sathyabama University  
Score: 25/17, 25/23, 23/25, 25/20  
Best Player: S.Karthik, SRM University

**Table Tennis Men Result**  
SRM University Beat PSG, Coimbatore  
Score: 2/0

**Finals**  
SRM Beat St. Josephs Engineering, Score: 3/1  
Best Player Award: Nitin Thiruvengudam, SRM  
SRM Basketball Men and Volleyball women are Runners up, Badminton men 3rd Place

## SRM lifts overall trophy in Buck sports festival

**Mohana Krishnan**

Results of the Buck Memorial State level inter collegiate Tournament Organized by YMCA College of Physical Education recently

**Volleyball – Men Result**  
SRM Beat KCG college of Tech, Chennai,  
Score: 25/8 , 25/15

**Semifinal**  
SRM Beat YMCA College of Physical Education, Chennai  
Score: 25/10 , 25/9

**Finals**  
SRM Beat Sathyabama University, Chennai  
Score: 25/22 , 25/14

**Best Player Award**  
Best All-rounder R.Rajkumar  
Best Blocker M.Saravanan  
Best Setter A.Thangalagu

**Hockey- Men Result**  
SRM Beat St. Josephs College of Engineering, Chennai, Score: 4/0  
Sivamani - 2 Kanthaguru - 1

**Ball Badminton – Men**

**Semifinal**  
SRM Beat Loyola College, Chennai  
Score: 26/29, 29/12, 29/6

**Finals**  
SRM Beat St. Joseph's Engineering, Chennai (Defending Champion)  
Score: 29/21, 19/29, 29/16

Basketball Men and Women – Runners up.

## SRM Hockey Clinches title

SRM University won the State level Inter Collegiate Hockey men's Tournament, Rev. Fr. C. Montaud. S. I. Rolling Trophy held recently. The tournament was Organized by Arulanandar Arts College, Karumathur, Madurai.

**Result**  
SRM Beat St.Josephs College, Trichy.  
Score: 5/0  
Dhamu - 3 Goals.  
Sivamani and Kanthaguru Each 1 goal

**Quarter Final**

SRM Beat Thiyagaraja Engineering College, Score: 7/0  
Dhamu - 3 Goals.  
Gunasekar, Suresh kumar, Nijanathan  
Kanthaguru Each 1 goal

**Semi Finals**  
SRM Beat Loyola College, chennai, Score: 4/3  
Sivamani, Rajesh kumar, Suresh Kumar  
Kanthaguru Each 1 goal  
**Finals**  
SRM Beat Pachayapas College, Chennai (defending Champion).  
Score: 1/0  
Rajesh kumar - 1 Goal



The Pro-Chancellor and the Director of the Faculty of Science and Humanities and Sports with the basketball men's team, the runners up at the Kongu and Karunya Tournaments



The Pro-Chancellor and the Director of the Faculty of Science and Humanities and Sports with Table Tennis men's team, the winners of the Kongu Trophy.

# FREEWHEELING

SPECTRUM

## HUMOUR...

### When Pest Control Goes Boink...!

Abin Bisws

Lady Bug: "When you're Happy and you know it buzz your wings.....BUZZZ.... When you're happy and you know it and you really WANNA....."

Bumble Bee: "Lady Bug... RUNNNNN. It's here...!"

LB: "What's here?"

B B : " T H E HUMANS.....they're using some white poisonous gas to drive the mosquitoes out but its actually killing every living thing around...."

L B : " T h e y ' r e fumigating.....SO?"

BB: "FUMI.....what?"

LB:"Relax BEE, here have a pollen grain cookie....It's NATURAL."

BB:"What's Natural....the humans trying to kill us or the cookie?"

LB:"The COOKIE....oh dumb BEE....In fact it won't even kill the mosquitoes. Besides you know those troublemakers...."

BB:"Yes I know they love singing and sucking blood, but how is it that the fumi-whatever thingy not going to kill any of us....."

LB:"Let me explain....You see the thing with humans is that they are extremely lazy and they love quick solutions to all their problems. So a few brave mosquitoes from the FBI (Federal Bureau of Infect-igation) decided to come up with a solution. Posing as scientists, they introduced an immensely toxic solution which when sprayed was sure to kill every living thing with more than 2 legs."

BB:"Wait...insects infiltrating human minds ... Bug you're watching too

many INDIANA ROACH movies!"

LB:"So the FOOLISH humans started spraying fumigants everywhere else in a hope to disinfect us "PESTS". But what they didn't realize was that they were harming themselves instead. And the mosquitoes... HA....everytime they sense fumigants they just play dead. And as soon as the humans are gone they get up and fly off again."

BB:"Was this fumigant thing sold in shiny, colorful boxes with scantily clad models displaying the product?"

LB: "NO but it does contain a mixture of methyl bromide, phosphine and chloropicrin."

BB:"Who are those guys?"

LB:"Those GUYS...BEE are chemicals that can make an elephant do the Macarena till it ultimately kills itself due to over-exertion. In other words, TOXIC! Besides the humans have this uncanny love for sprays. They spray themselves when they start smelling like something BUGS would love to sit on, they spray stuff onto their food to make it look fresher, their females spray pepper on males to drive them away and I've also been told that they release potentially harmful gases from their excretory system. In short humans are in LOVE with spraying."

BB:"Good thing we don't have a nose....right Bug?"

LB:"Trust me....that would just make our lives similar to the humans..... COMPLICATED!"

## HOTSPOT

### Dine Fine, the Emo Way!



Siddharth Panicker  
Menorca Chaturvedi

**W**e travel miles to get to a Café Coffee Day, Café Mocha or an Amethyst. "Charge us a killing," we seem to say, "but we want your plush couches, the 32-inch plasma screen, the mayo-clad junk, the shakes and Sundaes." Precious weekends are meant to be celebrated, and we deserve our share of fun - something other than the usual, 'someplace else'. Now, what if we tell you that 'someplace else' has arrived home?

Enter, Emo - the zone that spells 'difference'. No, 'Emo' is not mere noise, not an acronym and definitely not a name. "It is a way of life, a style of rock music, a next generation lifestyle," claims Dominic Simon, one of the owners. Like Gothic and Punk, Emo (short for 'EMOtionaL Hardcore') is another way of expression, with its own set of rules.

Three graduates recognised a need for change from the usual, and set up shop to cater to us modern-day, comfort-loving brats. Dominic and his friends, Tony Abraham and Dolby Samuel, came up with the idea of imparting a classy touch to the suburbs of Thailavaram. Dominic pursues his M.Sc. in Visual Communication SRM Arts and Science College. Tony is a graduate from Loyola College and Dolby, an engineer from Anna University.

Situated earlier on the GST and now shifting to our campus food court popularly known as the 'Java Green' area, the humble exteriors of Emo are deceiving.



The owners : Dominic, Tony, Dolby

Enter the place, and one begins to realize why it's the talk of our campus. The ambience takes the cake. It seems isolated from the din of highway traffic, and is a sanctuary: far from the madding crowd. Visit Emo after dusk to experience the play of florescence inside. Lights such as these, in addition to everything else, work on the groove of the place. A 26-inch plasma screen hangs on the wall, so that you can enjoy your game while forking your salad. The menu is something you've definitely not encountered yet. When did you ever order a portion of 'Devil's Eye', 'The Greasy Spoon', 'Pepocock', or 'The Filling Station'? The list goes on. The food, though, isn't as quirky as the names are. And a close look at the menu will tell you that the names make sense. Salads, sandwiches, pastas, burgers, pizzas, drinks and dessert make up the menu. "The food and drinks (all non-alcoholic) we offer here are the finest you'll get," assures Tony, making a point on quality-assurance. "The mayonnaise, for instance, is prepared by us and gets rancid in a day. You can rest assured that the quality of ingredients used here is at par with that of any 5-star hotel."

Black Forest Milkshake and Emo Treat are the ever-popular savouries at Emo. Emo Treat consists of a portion of rich Brownie smothered in frosty layers of ice-cream, topped generously with chocolate cookies. How more delicious can it get? Ice-cream is used in shakes, and Tropicana juices are used in juice-based drinks.

The rates are much like those of other restaurants in the same genre. "The quality is superb, hence the rates are high," says a relentless Dominic. Also, some of the delectable items are made on order, so you can expect a prolonged wait. A filling meal for one may cost anywhere between Rs. 150 and Rs. 200, but the owners promise to cut down on prices once it opens on campus.

Emo is open every day of the week till 9 p.m. But make sure to reach Emo on time, because it is generally packed, especially on weekends. "There's Emo, and then there's everything else," says Anup Samuel, summing up the element of difference from the rest. So, if you have time, and your pocket money allows you to go a little over the edge, go check out Emo and experience 'someplace else'.