

SPECTRUM

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Cadets Antara and Dippanita pose for shutterbugs

A Wonderful year for SRM NCC

Staff Reporter

The year 2013 to 2014 has been an extremely memorable one to SRM NCC and will forever remain etched into the pages of its history.

Two cadets Antara and Dippanita Ghosh were selected to go for the RDC -14 (Republic Day Celebrations of 2014) and Cdt. Antara bagged the All India Best Cadet (AIBC) – Gold bringing laurels and prestige to SRM. In the prestigious Inter Group Competitions (IGC), one of our cadets Cdt. Chandana Varun bagged bouquets for his sincerity and integrity.

In the field of social activities

SRM NCC has successfully marched forward conducting various activities in multiple avenues and forums addressing some of the issues facing society today. The first Jeevan Sparsham event dealt with Human Rights Awareness and was conducted in Maraimalai Nagar with the help and support of the local police. The next event was Mobile Phone Radiation and its harmful effects which was conducted with much inroads amongst the populace of SRM Nagar. The third event, and one of the best close to all our hearts was held at Good Life Center (GLC), Tambaram where

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The Vice Chancellor, Dr. M. Ponnavaiko presenting a memento to the Governor.
Also seen in the picture is the Registrar, Dr. N. Sethuraman

Raise the level of Infrastructure - Governor

Staff Reporter

The Department of Civil Engineering, SRM University, Ramapuram Campus organized an International Conference "Advances in Civil Engineering and Chemistry of Innovative Materials" recently (ACECIM'14). The conference was inaugurated by the Chief Guest, Dr. K. Rossiah, Governor of Tamil Nadu.

The two day conference had sessions by Toon Khaun Chan, University of

Melbourne, Australia. Dr. Yee Loon Lee, UTHM, Malaysia, Dr. Paramasivam, University of Singapore, Dr. Rangasami, Mauritius and many more experts from various parts of India. After elaborate deliberations on various advanced topics for 2 days, the conference concluded with valedictory function in which 13 Best paper awards were given away by the chief guest Mr. Michael Carter, Commissioner and Consul, Australian Government.

The insights of the conference were given by Dr. T. Ch. Madhavi,

Head of Department Civil Engineering. Dr. Madhavi gave a brief insight into the entire conference schedule. About 250 selected papers were presented in the next two days of the conference.

Dr. M. Ponnavaiko, Vice Chancellor, in his address, mentioned about the need of development of material through chemical processes and justified the relation between Civil Engineering and Chemistry and the importance

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R.Sowmya receiving the best student award

Easwari Engineering College Student bags TCS Best Student Award

Staff Reporter

TCS Best Student Award was presented to R. Sowmya, final year IT student of Easwari Engineering College. The award went to her in recognition of her proficiency in academics and all-round excellence in co-curricular and extracurricular activities. The award has been instituted as part of Accreditation Interface Programme of TATA Consultancy Services Ltd.

Presenting the award Ms. Lakshmi V. Murali, Principal

Consultant of TCS, Chennai said that culture mattered a lot in every aspect of life. Culture is the values and practices we uphold in our daily life, she said. It is this culture that creates a strong protective shield which gives us a secure atmosphere, which helps in our progress.

Easwari Engineering College Governing Council Member and SRM University Registrar Dr. N Sethuraman, said that talent when noticed was duty bound to praise it. He showered a word of appreciation for TCS in encouraging the students

to become a part of the global organization. Mr. A. K. Pattabiraman, Head, Accreditation Process (South India), TCS said that a good student is the one who proves their talent in academic and extracurricular activities as well. He said, "However, excellence is never a short affair. It has to be sustained." He said that the award winner has to sustain her achievements.

Dr. R. Narayanasamy Director, Ramapuram campus also spoke.

Hybrutos Racing: The future is here at the Formula Hybrid Competition

Anup Saboo

SRM University recently initiated a new racing team which is working on Hybrid Vehicle Technology to participate in the Formula Hybrid Competition, held in New Hampshire Speed Way (USA) every year. The inter-disciplinary design and engineering competition involves the conception and creation of a formula-style electric or

plug-in hybrid race car that is capable of competing in a series of events. This SRM Team which recognises itself as 'Hybrutos Racing', would be the third team from India to take part in this competition in the year 2015.

The team, which comprises of 40 odd members selected from various departments of the University, is currently working on the design and fabrication of the vehicle prototype which will be released in August 2014. Speaking more about the competition, Neilllohit Kundu, a 3rd year Mechanical Engineering Student and Team Captain said, "The competition consists of many static and dynamic events.

The static events consist of paper presentation and technical design inspection. Teams are tested in the dynamic events which comprise of Endurance, Autocross and Acceleration once they have successfully cleared the static events."

With exciting prospects in store for the future, the corporate members of the team have managed to attract sponsors from Ansys, Solidworks, Mathworks and NIC Jaipur in a very short span of time. They are confident of gaining many more sponsors and with the support of the University, aim to successfully participate in the competition.

Raise the level ...

↳ Contd... Pg. 2

of Chemistry in structure and materials.

Dr.Prabath Kumar, guest of honour talked to the delegates about development in infrastructure, Civil Engineering Materials and advances in Nuclear Power energy. The inaugural ceremony progressed with a special address by Mr.K.V.Rangasamy who stressed on the need to innovate and appreciated such conferences.

The Chief Guest, his Excellency Dr.K.Rossaiah, Governor Tamil Nadu released the conference proceedings and CD. The Vice-Chancellor, SRM University received the first copy of the proceeding. His Excellency in his address discussed about the immediate requirements of innovations in

Civil Engineering, the need for new Civil Engineers to raise the level of infrastructure in the country and the need of experienced Civil Engineers to step forward and coach the younger Engineers.

The inaugural ceremony drew to a close with the vote of thanks address by the Dr.Subbiah Bharathi, Dean, SRM University, Ramapuram followed by the National Anthem. The conference was enlightening for the delegates and ended with the hope that a spark was ignited in the minds of participants to step up and contribute to innovation. Dr.T.P.Ganesan, Pro-Vice Chancellor, SRM University felicitated the function. Dr.N.Sethuraman, Registrar of the University welcomed the dignitaries and delegates of the conference.

For the attention of SRM's Teaching Faculty and Research Scholars

UNITED STATES-INDIA EDUCATIONAL FOUNDATION (USIEF)
Fellowships for Indian citizens for study, research, teaching and professional development in the U.S.

Fulbright-Nehru Master's Fellowships: For outstanding individuals residing in India; have completed the equivalent of a U.S. bachelor's degree; and have at least three years of professional work experience; to pursue a master's degree program at select U.S. colleges and universities in the areas of Arts and Culture Management including Heritage Conservation and Museum Studies; Environmental Science/Studies; Higher Education Administration; Public Health; Urban and Regional Planning; and Women's Studies/Gender Studies. **Application due date: July 1, 2014**

Fulbright-Nehru Doctoral Research Fellowships: These pre-doctoral level research fellowships, for six to nine months, are designed for Indian scholars who are registered for a Ph.D. at an Indian institution. **Application due date: July 1, 2014**

Fulbright-Nehru Postdoctoral Research Fellowships: These fellowships, for 8 to 24 months, are designed for Indian faculty and researchers residing in India, who have a Ph.D. degree within the past four years. **Application due date: July 1, 2014**

Fulbright-Nehru Academic and Professional Excellence Fellowships: These fellowships, for 4 to 9 months, aim to provide Indian faculty, researchers, and professionals residing in India the opportunity to teach, conduct research, or carry out a combination of lecturing and research at a U.S. institution. **Application due date: July 1, 2014**

***Eligible Fields of Study:** Agricultural Sciences; Education, especially technology-enabled learning, skill building, and faculty development; Energy Studies; International Trade Economics; Public Health Policy and Management; Science and Technology (limited to bioengineering, climate change sciences, computer and mathematical sciences, and neurosciences); Strategic Studies; Study of India (limited to language/literature/linguistics, history, and visual and performing arts); Study of the United States (limited to language/ literature/linguistics, history, and visual and performing arts); and Women's and Gender Studies, especially public policy for gender parity.

Fulbright-Nehru International Education Administrators Seminar: Designed to provide mid- to senior-level Indian faculty and administrators from educational institutions in India the opportunity to experience firsthand the higher education institutions in the U.S. **Likely to be announced in the latter half of 2014**

Fulbright-Nehru-CII Fellowships for Leadership in Management: For Indian business managers with graduate degree and five years' managerial experience whose employers are willing to bear 50% of the program cost. Selected executives attend a specially designed 10-week management program at the Carnegie Mellon University's Tepper School of Business, Pittsburgh. **Likely to be announced in July 2014**

Hubert H. Humphrey Fellowships: For young- and mid-career policy makers, planners, administrators and managers in the government, public and private sectors, and NGOs for professional development in the fields of Agricultural and Rural Development; Communications/Journalism; Economic Development; Educational Administration, Planning and Policy; Finance and Banking; Higher Education Administration; HIV/AIDS Policy and Prevention; Human Resource Management; Law and Human Rights; Natural Resources, Environmental Policy, and Climate Change; Public Health Policy and Management; Public Policy Analysis and Public Administration; Substance Abuse Education, Treatment and Prevention; Teaching of English as a Foreign Language (Teacher Training or Curriculum Development); Technology Policy and Management; Trafficking in Persons, Policy and Prevention; Urban and Regional Planning. **Application due date: July 1, 2014**

Fulbright Foreign Language Teaching Assistant Program (FLTA): For young and early career educators, currently teaching English at college level or training to become teachers of English. Selected FLTAs from India will teach Bengali, Gujarati, Hindi, and Urdu at select U.S. campuses during their nine-month non-degree grant. **Likely to be announced in April 2014**

Fulbright Distinguished Awards in Teaching Program: Designed for full-time teachers teaching any subject at any level; primary and secondary level library media specialists; guidance counselors, curriculum specialists, special education coordinators, gifted and talented coordinators and teacher trainers; and administrators/academic coordinators who spend at least 50% of their time in classroom teaching. **Likely to be announced in July 2014**

For complete details visit USIEF's website www.usief.org.in or e-mail to: ip@usief.org.in

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Be Educated to Educate.....

- Education is the most powerful weapon which you can use to change the world. - **Nelson Mandela**
- The things I want to know are in books; my best friend is the man who'll get me a book I ain't read. - **Abraham Lincoln**
- Don't limit a child to your own learning, for he was born in another time. - **Rabindranath Tagore**

“...the dynamic events which comprise of Endurance, Autocross and Acceleration once they have successfully cleared the static events”



The dignitaries unveil the proceedings of ICRDCIT'14

Exchange of ideas and information-Icrdcit'14

Ajitesh Singh

The department of Information Technology SRM University, NCR Campus conducted a two day international conference: ICRDCIT'14. It aimed at imparting and new ideas on the recent trends that are emerging in the field of IT. It also facilitated the exchange of new ideas and scientific information. Scientists, researchers, scholars and students from premier institutions and organizations shared their perspectives on a wide range of topics like – wireless ad-hoc sensor networks, artificial intelligence, cloud computing, sensory networks, security infrastructures and much more. Many academicians from different parts of the country were the beneficiaries.

The conference was inaugurated by well known dignitaries like Dr. G.J. Samathanam (Former advisor and Head, Technology Development & Transfer Division, Dept. of Science & Technology) and Dr. (Prof.) M.K. Pandey (Director, SRM

University, NCR Campus).

Dr. G.J. Samathanam motivated the participants by his speech to gain a strong knowledge from the conference and to design and develop new products for the betterment of mankind, and he also emphasized to engineer it in the medical field for the better treatment and health care.

The Director (Dr. Prof. M.K. Pandey) addressed the gathering and spoke of the various research activities in the institute. He spoke about the rapid emergence and fast growth rate of IT and its contribution in every field of engineering. He also bestowed every academician with his well wishes for the future.

Earlier in his Inaugural Speech, Dr R. P. Mahapatra emphasized the need of information technology in the medical field and various research areas. He motivated the academicians to design something innovative and not to re-engineer. He concluded with the views on pursuing information technology as one's career, and advised the students to be active and up-to-date by

being a part of such conference and workshops.

There were the releasing of a proceeding on the occasion – the first copy of which was received by Dr. G.J Samathanam (former scientist). He also argued that a very large population of India has been excluded from the benefits of science & technology, which needs to be reversed. He focused on the fact that the main objective of these innovations & research is to be able to carry the fruits of science to the common man. Otherwise, "all of these are in vain," he remarked.

The inaugural function also witnessed the welcome address by Dr. S. Viswanathan (administrative officer, SRM University) and key note address by Mr. Madan Kumar (HOD IT, SRM University NCR campus) and convener of the international conference ICRDCIT'14.

Ms. Dhowmya Bhatt, organizing secretary of the conference and asst. Prof. at SRM University NCR Campus proposed the vote of thanks.

Eat to Live or Live to Eat? Food Fest Galore

Khushboo Agarwal

Catering to the foodies of SRM University, a team of 10 students from MSc. VISCOM put together a food festival as a project for their event management program. This was held recently in front of the Tech Park building of the Kattankulathur campus. One of the 10 team members,

Durga, who organized the event, said that it took a month of preparation and planning to make this event a success. The main aim of this food festival was to furnish different Indian Cuisines, especially from Chennai to the students and teachers of SRM. This event saw publicity through Facebook and other social networking media.

There is no better way to experience the soul of a destination than through its food. Chaat shops from the famous Mint Street in Sowcarpet reminded students from the North of their street food. Stalls

from the Chettinaad food of Tamil Nadu to the authentic Kumarakom food from Kerala were also put up. Atto, a Burmese dish, had a fabulous debut in SRM and students relished this delicacy. From the global front, food stalls of Pizza Republic, Wang's Kitchen, etc. catered to the taste buds of many.

Durga credits Mr. Rajesh, Head of the VISCOM Department, for his support and guidance. First time organizer, she was happy with the turnout for the event and looks forward to organizing the festival next year too.

Civil Engineering student bags TCS Best Student Award

**Adrian Pereira
Nandita Adityan**

The TCS best student award was announced and given away recently in the Dr. T. P. Ganesan Auditorium, SRM University. The chief guest for the award function was Mr. R. Krishnan, Vice President - Banking Industry Practice, Tata Consultancy Services. Other guests: Mr. Jaganathan Gopalkrishnan from TCS, the Vice Chancellor, Registrar, Director (E&T), and Dean – Placement from SRM University were present to grace the occasion.

The winner was Mr. Dheeraj Katyal from the School of Civil Engineering who received a medal, certificate and cash prize from Mr. R. Krishnan. Dheeraj thanked SRM University for supporting him in all his endeavours and was pleased

that all his efforts had paid off. The chief guest, Mr. R. Krishnan addressed the gathering and sought to inspire the young minds with three major pointers: 1) Change is inevitable 2) Innovation 3) Giving back to society.

The Director (E&T) delivered the welcome address where he introduced the chief guest and welcomed him on behalf of everyone present. The Registrar, SRM University, in his speech, emphasized the importance and contribution of TCS in the placement of SRM students. The Vice Chancellor, delivering his Presidential Address, stressed on the three main parameters required to be a nominee for the award which were, academics, co – curricular and extra – curricular activities. The Dean – Placement delivered the vote of thanks.

SRM Hotel- A Foot Forward

Staff Reporter

Safety standards.

SRM Hotel Chennai, an ISO 9001 – 2008 certified hotel has been upgraded as ISO 22000 – 2005 FSMS (Food Safety Management System) with incessant efforts of all team members to bring in a newer Quality Management system. As per set International standards the FSMS rating is considered as the highest standard of rating in the Hotel industry in compliance to Food

The certificate was handed over by Mr. M.K. Vinod Kumar, Head Certification Manager – South Region and Mr. K.P. Vinod, Lead auditor to Dr. D. Antony Ashok Kumar, Director, SRM Hotels & Hotel Management, along with Mr. Bonnieface Frank Resident Manager, Mr. S. Ramesh Executive Chef, Mrs. Rajeswari Uma Shankar – ISO / Food Safety Auditor & Mr. Uma Shankar – JVS Quality consultant



Mr. M.K. Vinod Kumar Head Certification Manager – South region handing over the certificate to Dr. D. Antony Ashok Kumar

Indian Higher education system getting redefined

Staff Reporter

QCFI came into existence in April 1982 as a non-profit, non-political, national professional body with purpose of creating an environment for active involvement and participation of employees in every area of human endeavor.

QCFI was inaugurated at SRM University, Ramapuram Campus recently in the presence of dignitaries Mr.Narasimham.T.R, Secretary, QCFI Chennai chapter, Mr.Mayuranathan.A, Chairman, QCFI Chennai chapter, Dr.C Sundar, coordinator of QCFI/ HOD MBA Department Ramapuram campus, Dr.R.Narayanasamy Director SRMU, Dr.Nakkeeran, Director Tamil virtual academy, Dr.L.Antony Michael Raj, Vice Principal SRMU, Dr.V.Subbiah Bharathi Dean Ramapuram SRMU, and Mr. Md. Ali, Asst professor mechanical department, staff coordinator QCFI.

Dr. C. Sundar, coordinator of QCFI/HOD MBA, Ramapuram campus SRMU presented the welcome address saying that



The inauguration of QCFI at SRM University, Ramapuram

youth development is the process of growing up and developing one's capacities which happens no matter what we do. The challenge is to promote positive youth development and plan quality experiences with young people.

Dr. V. Subbiah Bharathi, Dean Ramapuram campus SRMU, in his presidential address, spoke about quality circle which is a recognition for UG engineering students who want to work abroad immediately after UG completion. He mentioned that India is becoming a member of

Washington Accord, to redefine the curriculum with quality consciousness.

Dr. R. Narayanasamy Director SRMU, delivered the facilitation address mentioning positive spin on the value of youth.

Dr. L. Antony Michael Raj, Vice president SRMU, gave the felicitation address concentrating on the quality awareness programmes for students. He said quality should be based on aesthetic look, comfort, sophisticated soft wares to be used to improve quality production..

Bringing technology to the lab

Staff Reporter

A one day workshop on "Online Monitoring Systems for Wind and Solar Applications using labview" was organized by the Department of EEE, SRM University, Ramapuram Campus recently. The inaugural of the workshop was started with a prayer song in Hitech hall- I of the TRP auditorium. Mr. T. F. Jayasurya, Country Manager, Windsim India graced the function as the Chief Guest.

There were three sessions

in the workshop. In the first session, the availability of various renewable resources, the importance of online monitoring of wind and solar energy, basics of labview and statistical report of placement in various power sectors like generation, transmission, and distribution were discussed by Mr. Murali Krishan from National Instruments (NI), Bangalore. The design and implementation of simple circuits using labview was demonstrated using the demo version of Labview in the second

session. In the third session, a hardware module developed by a National Instruments for real time data monitoring of systems was exhibited by representatives from NI.

On the same day, the valedictory function was held and it was felicitated by Campus Director, Dr. Naranasamy, and it was followed by the distribution of certificates and feedback about the workshop.

Welcoming the Chief Guest and other dignitaries was Mrs. B. Rampriya, HOD/EEE who presented the welcome address. The Presidential address was given by the Dean, Dr. V. Subbiah Barathi. The felicitation address was given by the Vice Principal Dr. L.Antony Michael Raj. Ms. Megna of III year EEE introduced the chief guest. The inaugural address was given by our chief guest. Mr. S. Balaji, Asst. Prof. /EEE presented the vote of thanks.



The Chief Guest and other speakers at the Inaugural

Students learn about Madras Atomic Power Station and BHAVINI

Staff Reporter

Department of Civil Engineering, SRM University, Ramapuram Campus arranged a visit recently to Madras Atomic Power Station (MAPS) and BHAVINI, located at Kalpakkam about 80 kilometers south of Chennai, India. MAPS has comprehensive nuclear power production, fuel reprocessing, and a waste treatment facility that also includes plutonium fuel fabrication for fast breeder reactors (FBRs) in its subsidiary company named as Bharatiye Nabhihiya Vidyut Nigam Limited also called as BHAVINI. It is India's first fully indigenously constructed nuclear power station. Madras Atomic Power Station was built to strengthen the nuclear capability of India, and it laid the foundation for the indigenisation of India's nuclear power programme.

Mr. V.K Ramesh, engineer at MAPS-1, gave an introductory lecture and said that MAPS has two units of 220MWe capacity each. The station has reactors housed in a reactor building with double shell containment ensuring total protection even in the remotest possibility of loss of coolant accident. An Interim Storage Facility [ISF] is also located in Kalpakkam.

During the site visit of MAPS-1 Mr. C.R Mohan Pillai, who is working as production incharge at MAPS-1 explained about the reactor and the process involved for the generation of electricity, which is a type of Pressurized Heavy Water Reactor (PHWRs) in MAPS-1 and MAPS-2. "The two Pressurized Heavy Water Reactors (PHWR) are capable of generating 170MWe each,

which is lower than the designed power of 235MWe. Even then it is only capable of providing 3% of total requirement of electricity requirement in India," said Mr. Pillai. The unit cost of production is Rs. 1.99 he added.

After MAPS, students also visited Bharatiya Nabhihiya Vidyut Nigam Limited (BHAVINI) which is an enterprise of the Government of India under the administrative control of the Department of Atomic Energy (DAE) with the objective of constructing and commissioning the first Fast Breeder Reactor (FBR). This is a second generation type reactor at Kalpakkam. BHAVINI also aims and to pursue construction, commissioning, operation and maintenance of subsequent Fast Breeder Reactors for generation of electricity in pursuance of the schemes and programmes of Government of India under the provisions of the Atomic Energy Act, 1962.

Mr. E.Praveen Kumar, Scientific Officer at BHAVINI said that India has a strong interest of proving the viability of this reactor type, since it can use the thorium fuel cycle, and the world's second largest proven reserves of thorium are situated in India. The Kalpakkam FBR is using uranium-238 not thorium, to breed new fissile material, in a sodium-cooled fast reactor design. The power island of this project is being engineered by Bharat Heavy Electricals Limited, largest power equipment utility of India. BHAVINI has a single reactor of 180MWe capacity, which runs on a unit cost of 3.80 Rs.

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Wonderful....

cadets celebrated the festival of Christmas with orphans there. The fourth Jeevan Sparsham event was a Beach Clean up Drive and was held at Marina Beach. The last Jeevan Sparsham event was held at Vandalur on the topic Conservation of Fuel and bagged quite a few fans.

During the Cadofest-2014

held annually at D.G.Vaishnava College this year, our cadets successfully bagged most of the prizes thereby leading to our college being adjudged the Runners-Up for this year. The list of events for which our college bagged prizes are as follows : - GOLD – Ecology, Best Cadet (SD), Maytri SILVER – Best Cadet (SW), Samarveer BRONZE – Group Song, NIAP, Flag Area, Debate, Cross Country, to mention a few.

Infoyez'14

Staff Reporter

The Department of Computer Science and Engineering SRM Ramapuram Campus organised a National Level Technical Symposium. Infoyez'14 recently.

Infoyez 2014 started on a positive note by welcoming the Director Operations of Adaptavnt Mr. Kevin M Payne. He conducted a session on chances and risks in life and encouraged all the students to work hard towards the projects they are at. He also appreciated the department and the teams behind Infoyez this year.

Vice Principal-Academic, Head of the Department Computer Sciences and Engineering, with Director SRM Ramapuram

Campus also graced the occasion and encouraged all the students and faculty to work hand in hand and come up with more such events.

A plethora of events ranging from technical events like Paper Presentation and Ethical Hacking testing, the level of knowledge of the participants, to events like AD-ZAP and Reck-on which tested the creativity of the students and communication skills as well for their holistic development were on the cards.

This year the participation was from over 1000 students from different parts of the city and state along with 3 International Paper submissions.



Participants being presented with certificates at the Android workshop

Developing Android Mobile Applications

Staff Reporter

The MCA Department of SRM University, Ramapuram, conducted a National workshop on "Android Mobile Application Development" recently, with a welcome address by Mr. J. Dhillipan.

The Director presented a bouquet to the Chief Guest Mr. Naveen Bhandari, Managing Director, Tech Zone, Chennai. The Dean of SRM University, Ramapuram also presented a memento to the chief guest.

The special address was given by the Director and he stated the importance of student participation in the

workshop. This was followed by the Presidential Address by the Dean of SRM University, Ramapuram. He stated that this is a platform for young IT aspirants to show-case their talent in Android technology. The Vice Principal gave a felicitation address stating that Android applications are an opportunity for many to work as a team and are a good exposure to the participants.

The introduction of the Chief Guest was given by Ms.Nandhinee Lakshmi, a second year student of MCA.

In his inaugural address Mr. Bhandari, gave ideas about developing applications, and

also said to show development according to an individual's interest.

He also motivated the participants by saying that there are plenty of opportunities available in the market and also stated that he is ready to give scholarship and placements for suitable students every year.

At the end, the vote of thanks was given by the coordinator Mr.R.Agusthiyar, a faculty member MCA Department.

The Workshop had entries from around 75 participants from various colleges from different places including other states.



Speakers at the Infoyez'14

Quest'14

Staff Reporter

SRM Ramapuram B School organized a National Level Management Meet, Quest '14. Around 190 students from various colleges participated in the event. The program was held at the TRP auditorium in the college premises. The event was inaugurated by the Dean of SRM Ramapuram Campus, accompanied by the Vice principal, the Campus Director, the Chief guest, the Head of the department, Quest coordinator, and the president of Quest 14.

In the inaugural note the Dean, Dr Subbiah Bharathi addressed the students on the necessity of being competitive in every field of life and he also stressed upon students to strive for excellence. He thanked the head of the department and the students for making the event possible. On the occasion of the management meet he insisted the students to be more participative as well.

The Vice Principal of the institution Dr. Antony Michael Raj stressed upon the various aspects of management implied in different fields. He also drew attention towards the

various teaching styles needed in today's arena.

Dr. C Sundar, the Head of the Department thanked the students and participants for making the event possible. In his address, he explained

the teaching imparted to the students and how students are being equipped with the various dimensions of management. He said in being successful three things are very important : application, participation and execution.



Dr.Subbiah Bharathi, Dean, Dr.LAntony Michael Raj, Vice Principal, Dr.C.Sundar, HOD with the winning team at Quest 14, a National Level Management Meet organized by SRM Ramapuram B-School, SRM University

The Chief Guest, Mr. M Rajesh, working as a HR Head of Bajaj Capital Ltd., focused on the issue of being energetic and sportive. Alongside his recruitment experiences, he revealed the current situation of hiring people into various industries. He focused on bridging the gap between the management and the industry in order to provide the students the practical exposure of the industry.

The Quest'14 comprised of four events namely, the business quiz, adzap, paper presentation and the corporate walk which showcased the versatile talents of various students participated from various colleges across the city.

Bringing out the best in Innovation Prelaunch of BIZAD 2K14:

Sanju Varughese Mathew

With an aim to discuss and explore strategies connected to the realm of entrepreneurship and business, the prelaunch of SRM University's fifth annual business meet -BIZAD 2K14 was held here recently. Organized by the Business Administration department, the event witnessed participation from over ten different colleges. The Assistant Director of the Ministry of Micro, Small and Medium Enterprises (MSME), which aims to promote the growth of small business across

the country, served as the Chief Guest for the event. The Dean of the MBA Department as well as the Head of Department of the BBA Department were also in attendance.

A workshop was held to inspire students and develop their skills in the areas of business and innovation. Attendees were offered a glimpse into the functioning and structure of the world of business development. Apart from being taught the basics of entrepreneurship, they were also introduced to various government policies to strengthen their knowledge in the field.

The event was not only informative but also took on an interactive, hands-on approach. As a part of the program, fifty women from a Self-Help Group (SHG) based in Kancheepuram attended a special training program that sought to help them master a number of different skills and activities that would assist in developing their own initiatives. The occasion served as a rewarding experience for all those involved. Gifts were presented to the SHG members who had taken part in the workshop.



Mr. Douglas Viehland, ACBSP addressed the conference

Awareness on Accreditation and Management

Staff Reporter

The Faculty of Management, SRM University, Kattankulathur organised an International Accreditation Advocacy and Awareness initiative in Chennai for the first time recently. This conference addressed by Mr. Douglas Viehland of ACBSP provided a platform for sharing presentations from same

most of the ACBSP accredited institutions in India. International Accreditation at the start of this conference threw light on how International accreditation helps build sustainable quality in the campuses. The Conference participants were majority of B.School directors and deans from south India and there about 30 of them.



The Director of the Faculty of Science and Humanities, Dr. R. Balasubramanian Presenting a memento to the chief Guest

SGBM'14 – A Global Platform towards Sustainability

**Radhika Venkatraman
Ashwin Radhakrishnan**

A two day international conference titled "Sustainable Global Business Model - 2014" was held recently in the MBA Department of SRM University. Sponsored by the Indian Society for Technical Education (ISTE) the conference featured panel discussions, workshops, paper presentations etc. Over 400 students, research scholars, industrial delegates and dignitaries from SRM University, Dr. Ponnaivaiko, Vice-Chancellor, SRM University and Dr. T. P. Ganesan, Pro-Vice Chancellor were in attendance.

Mr. Vinod Ramakrishnan, Vice President Finance, Cognizant Technology Solutions, who was the

Chief Guest said, "Change management is a constant function and innovation is the key parameter for developing a sustainable global business," in reference to the growing influence of innovation in sustainable global business.

Panel discussions covered

topics such as capital market and derivatives, banking sector, external sector and corporate governance. Mr. Satya Kumar from KPMG spoke about the relevance of investing in the capital market given the present scenario. He emphasized on the fact that capital market and derivatives have shown

tremendous growth in the post liberalization era, and are poised to be a top destination for local and global businesses to invest in.

A workshop on "Quality Research Articles" was conducted by Dr. Deepak Shawhney, who delivered a special address

on enhancing the quality of research publications in national and international journals.

The second day witnessed the presentation of 65 research papers of national as well as international research scholars, students, faculty members and industrial delegates in three parallel sessions. The two best papers from each of the sessions were awarded at the valedictory function.

First year students of the MBA department organized a promotional walkathon to raise awareness towards sustainable development.

Mr. M. Gopalakrishnan, Former President of the Institute of Chartered Accountants of India (ICAI), presented the prizes to the winners.



The Vice Chancellor with the Pro-Vice Chancellor at SGBM'14,

Spreading the word on Rare Disease Day

Staff Reporter

The annual World Rare Disease Day awareness campaign was conducted by the Department of Genetic Engineering.

As a part of the campaign, numerous posters on various rare diseases were placed in and around the Campus. Handprints of the Dean of the School of

Bio-engineering and faculty were taken and combined to form one big poster. Alisha Aman, organizer of the event, said "The response was really good. Most people were reading and discussing about the diseases. The posters have become a talking point."

The main objective of this campaign was to bring to light uncharted rare diseases that affect a small number of people around the world. While 80% of rare diseases have identified genetic origins, environmental factors are also a contributing component. Most of the rare diseases are characterized by a broad diversity of symptoms that vary from person to person. There is no effective cure to these diseases, adding to the helplessness of the patients enduring it.

The lack of awareness and knowledge generally leads to a delay in diagnosis. Thus, this campaign primarily targets students to help spread the word. The event turned out to be a success and has been mentioned in the website - www.rarediseaseday.org, garnering international acclaim.



Staff and Volunteers of SRM NSS

Creating awareness of Breast Cancer

Staff Reporter

Breast Cancer awareness programme was conducted under National Service Scheme Unit 8 of SRM College of Nursing recently in East Potheri Union Middle School. It was under the guidance of Mrs. M. Hemamalini, NSS Programme Co-ordinator and Mrs. Bhuvana, Clinical Instructor. NSS volunteers from M Sc Nursing II year and B Sc Nursing II year were involved in the activity. Dr. A. Judie, Dean, and Prof. Vijayalekshmi, Vice Principal, Mr. Chinna Thambi, NSS Program coordinator,

SRM addressed the gathering and briefly spoke about the importance of breast cancer awareness. Women above 30 years, school teachers and the school students participated in the programme. Charts were displayed regarding breast cancer - its definition, risk factors, clinical manifestations, screening methods, management and preventive measures. NSS volunteers from B Sc (N) II year explained breast cancer to people. People were divided into small groups and breast self examination was also

explained by Ms. Jeyarani K, NSS volunteer from M Sc (N) II year through a PowerPoint presentation. Around 30 women participated in the programme and pamphlets were distributed about the method of breast self examination. 3 women were referred to SRM Hospital for treatment and feedback was obtained from the people. They expressed their views and reported that this programme was an eye opener for them and they also suggested to organize more such programmes in their area.



The Poster made by students to bring awareness on rare diseases

First World Optometry Day in SRM Medical College Hospital & Research Centre

Staff Reporter

Optometrists are the primary health care practitioners of the eye and visual system who provide comprehensive eye and vision care which includes refraction and dispensing, detection / diagnosis and management of disease in the eye, and the rehabilitation of conditions of the visual system as defined by the World Council of Optometry. An optometrist also provides specialized services like vision therapy, sports vision care, low vision care contact lenses, pediatric and geriatric care. An optometrist being the first line of defense for vision protection manages and co-manages one's eye.

World Optometry Day is celebrated each year and the following week is celebrated as the World Optometry Week. This day is generally celebrated to

create awareness about optometry as a profession. Department of Optometry celebrated "World Optometry Day" recently for the first time and it was attended by 350 students from 7 optometry colleges across Tamil Nadu. Various events like quiz program, debate, and display of varieties of Eye Models were conducted and prizes were distributed to winners.

The Inaugural ceremony was

presided over by Dr.N.Chandraprabha, Director – Health Sciences and inaugurated by Pro Vice Chancellor, Medical Prof. Dr.P.Thangaraju. Chief Guest Dr.K.Ravishankar, Founder & Director, Sri Ramana Eye Centre in his address insisted that Ophthalmologists and optometrists should complement each other and work hand in hand. Guest of Honour Mr.P.S.Rekhi, Director, Spectrum Eye Care is of the opinion that the future



Dignitaries at the World Optometry Day celebrations



At the Pulse Polio Immunization Programmes

SRM students volunteer in Pulse Polio Immunization Programme

Staff Reporter

Students of SRM College of Nursing (48 BSc and 6 MSc Students) were involved in the Pulse Polio Immunization Programme along with a Primary

optometrist should handle cases of vision care independently and should refer the appropriate cases to ophthalmologists. Dr.K.Gireesh, Vice Principal, Medical felicitated. The function came to end with the National Anthem

Health centre in Nandhivaram recently. Students were trained and posted in various booths from Chenglepet to Vandalur like Bus stops, Railway stations, ICDS Centre and Toll gates to administer Pulse Polio immunization to Children under five to eliminate Poliomyelitis. Following this day, Students were also involved in a door to door survey of identification of left out children under five and administered the Oral Polio vaccine.

Give women their righteous place -Chancellor

The Chancellor, the Vice-Chancellor, Registrar and other senior officials participated in the International Womens Day Celebrations at SRM University. A snapshot of the Day

R.Aishwarya

“Beauty of a woman must be seen through her eyes, which is the way to her heart and not through her clothes or other attributes.” Initially celebrated as International Working Women’s day, this extravagant day, exclusively for women, came to be later called as International Women’s day.

SRM University’s Women’s Grievances Retrieval Committee celebrated International Women’s day recently in the T.P.Ganesan Auditorium. It was held under the flagship of its Chairman, Dr. N.Chandra Prabha who said, “The theme for this year is Inspiring Change and this calls for challenging the status quo for women’s stature in this society,” in her welcome address. The programme began on an auspicious note with the Tamizh Thai Vaazhthu, followed by a dance performance by the students of M.Sc. Nursing.

The students and faculties of the School of Management then captured the Indian native expressions in the form of a Fashion Show, a parade of the cultures of India. The Chairman of this committee, in her speech, also quoted that SRM hospital would be commemorating Women’s day by providing special offers and free services like screening test, ultra sonic test and mammogram for 30 women everyday for the next 3 days.

When talking about the status of women in this world, the Chancellor of SRM university, Dr.T.R.Pachamuthu said, “Once you are born in this world, you have the authority to demand your share of rights. We talk about equality, but never are women treated with that respect. They are, instead, seen as vulnerable targets. 70% of women suffer from some problem or the other and we should thus take a pledge on this day to overcome these hurdles

and give them their righteous place.” The Vice Chancellor gave the women at the gathering a reassuring note on self-protection when he said, “ SRM students have actually designed a dress that would deliver an electric shock to anyone who touches the girl. It is a defense mechanism.” He also said that “A woman is like a tea-bag. You cannot tell how strong she is, until you put her in hot water. Never underestimate the power of women.”

The Chief guest for the event was Ms. Priya Dharshini Govind, danseuse and Director, Kalakshetra Foundation. In her address she said, “ The health and status of women and art also reflects the health of the society.” While talking about the theme for the day, she explained, “Change could be an organic revolution or a revolution itself. The change will automatically inspire a cascade towards its new order if the inspiring source is well-rooted.

The only way to inspire change is to be the change!”

The Guest of Honour for the day was Dr.Nandita Krishna, Director, C. P. Ramaswamy Iyer Foundation, Member of Blue Cross, Editor Eco News and a best -selling author. She, in her address said that “ Women should have the independence to make their own choice. They are not on par with the rest of the society yet. They should go on and face the world.” She also said that women should be educated in order to have economic independence. Then came the distribution of trophies for all the winners of the various cultural and sports events that were conducted as part of the Women’s day celebrations. Awards were given to women achievers and special gifts that would help aspiring women were also given. This event was indeed the complete package that made every woman proud to be a woman!





Gaga over Google

**Shruti Ganesh
Rahul Jain**

“Come, let’s HANGOUT!”

The Google Students Club (GSC) used this one liner to attract students from all over Chennai to the first Google based hang-out held in SRM University recently, offering participants a window of opportunity to display their skills. The event saw immense participation and consisted of various workshops and competitions.

The Buildroid Workshop had participants create an android application in just 6 hours using Java and XML. Boasting of over 500 participants on the first day, it was followed by the AdSense Workshop. It dealt with the basis of earning money from web content such as uploaded videos, blog posts etc. The renowned Global Business Group (GBG) of Chennai taught the participants how AdSense works and how one can make it big online.

Google Play’s round had the competing teams pick up a random card with a Google

product or device on it. The teams then had to create a poster with an original or an inspirational logo. 10 teams qualified to the final round based on their knowledge, creativity and technical aspects.

Google Scholar, as the name suggests, was a quiz designed to test contestants on their knowledge of various Google products.

Blogger was an online event organized to test the blogging skills of the participants based on content, creativity and their ability to attract readers. If writing was represented, can photography be left far behind? Photogramatically Correct provided the platform for students to narrate a story through their photographs.

On the final day, Search Engine was held at the MBA Annexure block and had three exhilarating rounds of open quiz, a treasure hunt and a guessing game. To wrap things up, Google Doodle allowed students to showcase their artistic talent and conjure up a doodle for Google.



Participants during the shooting of the inaugural episode of Speak Up, Speak Now

Speak Up, Speak Now! And How!

**Ashwin Radhakrishnan
Srihari Sridhar**

Ensemble, a youth organization led by second year students from the Department of Information Technology, has come up with and provided a platform for students to voice their views on a variety of topics. The event, “The Debate: Speak up, speak now”, will be aired on YouTube on a weekly basis after being shot live.

The first episode, recorded at the MBA Seminar hall recently,

featured a war of words on the topic “Brain Drain” between six students, shortlisted from over 150 applicants based on their performances in group discussions and personal interviews held before the event. Select final year students and faculty members from the IT department judged the event, which had an audience of over a 100 students.

The event will be a weekly fixture with episodes being uploaded at the end of each week. It aims to improve general awareness amongst students

by facilitating intellectual arguments and regular exchange of thoughts. The debates place more emphasis on content rather than the language skills of the participants.

Team Ensemble has managed to bring people together to address social issues on a larger scale by utilizing the reach of mass media.

Registrations for the event are open to all students and can be made through www.ensembleuniverse.com.

Going the extra mile

Razaaq Saheel

Infieon Super Mileage, a student team from the Department of Automobile Engineering, participated in the Asian leg of the internationally renowned SHELL eco-marathon which was held in the Philippines recently.

Having engineered their single seat vehicle from the scratch themselves, the team was one of the 17 out of 300 teams selected from India that qualified to participate at the international level. They were the only team to completely clear all the safety and technical conditions set by a panel of judges of SHELL scientists.

Sayan Malakar, a fourth year mechanical student and the team head, thanked the University for acting as the sponsors for

building the vehicle and for their participation. “This was a tremendously big opportunity for us to showcase our talent and our aim was to be the best team from India in the marathon, which we successfully accomplished,” he said. When asked whether SRM students had the potential to match up to their international counterparts, he replied by stating that he had complete confidence in their ability and that his team were already preparing for the future.

The competition which dates its origin to the 1940s, tests the participating vehicles on various categories such as the number of kilometers they can travel with one liter of fuel. The event attracts students and automobile enthusiasts from all over the world due to its challenging nature.

SRM’s Camber Racing Team first Asian team to qualify for Formula Student-Germany

Anand. M

SRM University’s Camber Racing team is set to take stage at the Formula Student-Germany race, which comprises of 70 international teams competing for the FSG title. The event is one of 13 of its kind held across the world. The team cleared a tough qualifying round, thereby becoming the first team from Asia to qualify for the mega event to be held in 2014.

Sponsored by automobile giants like Audi, BMW and Volkswagen, the event is judged by eminent professionals of the racing and automobile industry.

The year 2009 witnessed a group of young racing enthusiasts from SRM to join hands to form SRM’s Camber Racing team: with the sole objective of designing and fabricating a weekend style autocross car. The team participated in the

“Having learnt valuable details and information from the previous model, we successfully built our second vehicle, the LJM 01”

annual event, SUPRA SAE. The team’s Formula Student (FS) car went head to head with some of the top teams in the country. “The car was built to get an idea of what it takes to design a car for a competition. Having learnt valuable details and information from the previous model, we successfully built our second vehicle, the LJM 01,” says Harshin, a member of Camber Racing.

Students from various departments like Automobile engineering, Mechanical engineering, EEE and Mechatronics toiled hard for the 2011 event. Their efforts paid off as they bagged the second prize in the marketing event at the MARUTI SUZUKI SUPRA SAE INDIA 2011. Fuelled by desire to clinch the winner’s trophy, the team learnt from their previous errors to build their second car, the LJM02, also known as “THE BEAST”. The 2012 event witnessed a turn of fortunes, as the team overcame the odds to finish on top of the podium.

Buoyed by success at the domestic stage, the team set its sights on “Formula Student-Germany.” Having come a long way, the team looks to recruit students who share a passion for automobile engineering.

Samarendra Patra - SRM's Ambassador of Peace

Samarendra Patra is a final year Mechanical Engineering student of SRM University, Chennai. Besides engineering, he holds a high passion for both literature and Table Tennis. He has represented Koraput Dist. and his school -DPS Damanjodi at state and national level a several number of times in Table Tennis. The poetry bug first bit him when he was 8 years old. The journey of his poetry world started since then. Currently, he has more than 400 poems in three languages to his credit. His peace poem 'The Threshold of Love' dedicated to Taj Mahal fetched him three major

awards in Canada's international peace poetry festival in 2012 in Vancouver. His name is also listed in India Book of Records-2013 and Limca Book of Records-2013 under the category of literature. He has been anthologised in more than 40 scholarly journals of national and international repute. Kalinga Vaishya Samaja felicitated him during their annual day celebrations: Tourism Minister of Odisha Mr. Shri. Maheswar Mohanty conferred upon him the honor. Press Club of Odisha (Semiliguda Campus) felicitated him in their recently concluded 13 th Annual Function .

In his vacant hours, he teaches

under. privileged children in Chennai. His inclination towards society earned him a chance to represent the Indian youth at the 10th Annual Youth for Human Rights International in Brussels. He shared the coveted space with 50 youth delegates who represented their respective countries. He received the 'International Human Rights Hero Award-2013' on behalf of Indian chapter of Human Rights International. Chief Minister of Odisha Mr. Shri. Naveen Patnaik felicitated him on July 6, 2013 at the state's secretariat. He has been featured in over 60 newspapers. He dreams to become an Entrepreneur. His dream project "COLOUR", India's



Samarendra at the Annual Youth for Human Rights International

first Children's Anthem was first released by Chief Minister of Gujarat Mr. Narendra Modi on Jan 8, 2013. He has received support and appreciation from more than 30 global leaders. Some of them are:

• Dr. Drew Faust- President, Harvard University. • Dr. K. Rosaiah - Governor, Tamil Nadu. • Shri. Kiran Kumar Reddy- Chief Minister, Andhra Pradesh. • Ariadne Sawyer-

President, World Poetry Canada and International. • Shri Naveen Patnaik - Chief Minister, Odisha. • Dr. Kiran Bedi - Former IPS officer

His first book My Musings- The Poetry within was out in the market in 2011. His next 2 books on poetry - "My Transition- A Silent Voyage", and "Strings of my heart" will be released in 2014.

Dealing with water quality management

Staff Reporter

SRM University Kattankulathur celebrated World Water Day recently by organizing a one day National Workshop on Environmental Vigilance on Water and Energy Resources (NEVWER-2014). The main theme of the workshop was based on the United Nations theme of "Water and Energy Nexus". The function started with the welcome address by Dr. R. Annadurai, convener and Head of the Department of Civil Engineering, SRM University followed by the lighting of the lamp. Dr. T. P. Ganesan, Pro Vice-Chancellor of SRM University initiated the Workshop Proceedings, and delivered the Presidential address on

efficient utilization of Water and Energy Resources. More than 200 participants including students, teachers, Professors, Researchers, Practicing Engineers and NGOs took part in this workshop.

The Chief Guest of the function Dr. S. Gomathi Nayagam, Executive Director, and Centre for Wind Energy Technology delivered his presentation on "Recent Trends in Wind Energy Technology and Focus on Non Conventional and Pollution Free Energy Resources". The works hop included six guest lectures by eminent personalities from various private sectors and research institutes. The presentations were based on water treatment, waste water disposal,

water quality management, desalination systems, and pollution free water.

The first Lecture Presentation was given by Mr. Muthukumar, Project Manager, Pollutech India Ltd on "Recent Trends in Water Treatment Technology," followed by Dr. K. Ramani from Department of Biotechnology, SRM University on "Technological Needs for the Disposal of Industrial Waste Water. Thirdly, Mr. M. K. Muralidharan, Regional Manager, Systronics India Ltd delivered his Lecture on "Role of Water Analyzer in Water Quality Management." Fourth Presentation on "Recent Trends in Desalination Techniques" was given by Mr. K. Syed Amir Basha, Head, Nemmeli Operation from Vatech Wabag Ltd. Dr. K. Ravichandran, Scientist from Regional Central Groundwater commission delivered his Lecture on "Vigilance on Water." Professor B. Neppolian of SRM Research Institute spoke on "Advanced Oxidation Methods of Removal of Pollutants from Water"

The Valedictory Function was addressed by Distinguished guest Dr. S. R. Ramanan, Director Regional Meteorological Centre Nungambakkam, Chennai.



Dignitaries inaugurating the proceedings at NEVWER - 2014

CONRODS make it to Top 20 in BAJA SAEINDIA '14

Gaurav Sarma

"We built a car that amazed people." These were the words of Humais Sultanpuri, leader of Conrods off Road Racing team, SRM University's own Baja Racing outfit. This team represented SRM University in BAJA SAEINDIA, a part of the BAJASAE Series, organized globally by the Society of Automotive Engineers (SAE). Tasks at the BAJA SAE required the creation and validation of a single four-wheeled off road vehicle.

The team was among the first five teams to clear static evaluation and finished fifth best in acceleration, covering 150m in 6.68 seconds with a kerb weight of 255kgs. They also achieved the distinction of being the first team from India to clear a newly introduced event at the track. The final results witnessed the team being

ranked a credible 17th out of the 120 teams that participated.

The vehicles were tested in terms of the engineering practices that had been applied, endurance, and other factors such as speed, acceleration, maneuverability etc. With these factors in mind, Conrods off Road Racing team had spent the past year designing, fabricating, assembling, and testing an All-Terrain Vehicle (ATV) that would be capable of conquering the harsh conditions of the NATRAX Test Track in Pithampur, Madhya Pradesh.

When questioned about the driving force behind the team's growing success, Hamais had little doubt: "Believe you are a champion and you will work like one. We are proud to be a part of Conrods." The event was held in Pithampur, Madhya Pradesh and spanned across three days.

“

Believe you are a champion and you will work like one. We are proud to be a part of Conrods.

”



The Visually Challenged students of the School of Education had a stunning performance.



Scenes at the one - day fest

Nakshatra'14

Talent Hunt @ FSH

The Show Must Go on

Karthik Shankar

Nakshatra'14 proved that SRM's students have both talent and feistiness in droves

Nakshatra'14, the talent hunt organised by the School of Media Studies was a veritable demonstration of the myriad capabilities of students from the Faculty of Science and Humanities. Conducted in the main auditorium, Nakshatra was a treat for the eyes and ears; from band performances to painstakingly choreographed dances and professional fashion shows

While the main stage events took place at the main auditorium offstage events which comprised Rangoli, photography, debates, creative writing, script narration and Salad making among many others started earlier. The photography contest had a theme of expressions and was a showcase of technical proficiency mixed with thematic depth. Similarly the intricately designed Rangolis had visual panache; truly the work of quixotic imaginations. Debates were a mix of probing social dilemmas such as open organ selling to issues of privacy through topics such as government regulation of social networks.

The main stage events included solo and group singing, solo and group dance and a fashion show. The solo singing featured participants singing in English, Tamil and Hindi. From bass to tenor, almost every vocal range was covered by the talented participants!

Vocal harmony was key among the pleasing synchronised group performances. All the bands despite an allotted time of seven minutes, personified finesse in both vocals and musical production. Among the highlights of the group performances was a stirring rendition of Tamil classics by SRM's visually challenged students, who brought the audience to its feet.

The fashion show, which had the theme 'Weddings', emphasised the skilfulness of participants. With magnificent wedding costumes and deftly applied makeup, the students modelling could have easily been confused for brides and grooms.

Variety performances were also interspersed between the segments. The international African student community used this opportunity to show off their country's reservoir of culture, from traditional African dances to social satires. The day of performances concluded



The Registrar giving away the overall champion Trophy to the Dept. of Visual Communication.



Dr.Jayadevan, a renowned and decorated Tamil language scholar who was a special Guest at Nakshatra'14 being honored by the Registrar, the Director FSH and Associate Dean, FSH

with the prize distribution ceremony. The Department of Visual Communication walked away with the overall trophy. All in all, Nakshatra proved that given a stage, students of the School of Science and Humanities know how to put on a great show.



Release of Conference Proceedings by the Director (E&T)

Scope of Futuristic Materials-NCHSM 2014

Staff Reporter

The 2nd National Conference on Hierarchically Structured Materials (NCHSM 2014) was recently organised by the Department of Physics, SRM University, Ramapuram. The conference was sponsored by Board of Research in Nuclear Sciences (BRNS), Department of Atomic Energy, Govt. of India and Science City, Chennai.

Dr. C. Muthamizhchelvan, Director (Engineering & Technology), SRM University delivered presidential address and released the conference proceedings. He outlined the importance of gathering people to work for the development of science and technology. Dr. S. Ganesan, Registrar, Anna University Chennai delivered inaugural address and enumerated the scope of futuristic materials.

Dr. L. Sudha, Professor & Head, Department of Physics and Convener of NCHSM 2014 welcomed the august gathering and presented the overview of the conference.

Dr. R. Narayanaswamy, Director and Dr. L. Antony Michael Raj, Vice Principal, SRM University felicitated the delegates and organising committee.

Eminent scientists from prestigious institutions presented plenary and invited talks on a range of topics. Dr. Kasiviswanathan, who holds the prestigious Raja Ramanna Fellow award from Indira Gandhi Centre for Atomic Research (IGCAR), Kalpakkam, Dr. R. Jayavel, Director, Centre for Nanoscience and Technology, Anna University, Chennai, Dr. U. Madhusoodanan, Scientific Officer, Radiological and Safety Division, IGCAR, Kalpakkam, Prof. V.R.K. Murthy Professor and Dr. P. Murugavel, Associate Professor, Department of Physics, IIT Madras, Chennai, Dr. S. Arumugam, Professor, Centre for High Pressure Research, School of Physics, Bharathidasan University, Tiruchirappalli delivered their lectures and motivated the young researcher for technology transfer. Dr. P. Ramasamy, Former Vice Chancellor, Alagappa

University, Karaikudi and Dean Research, SSN College of Engineering, Chennai delivered a talk on the growth of large size single crystals by various melt techniques in homemade instruments. Dr. S. V. Kasmir Raja, Dean (Research), SRM University, Kattankulathur, stressed the importance of research work in the field of hierarchically structured materials and mentioned that the conference conducted would immensely help the academic community to share their knowledge.

Research Scholars and Scientists from leading Universities, Colleges and R & D laboratories participated and presented their research findings on topics such as Nano Materials, Crystal Growth and Characterisation, Magnetic and Semiconducting Materials, Material Characterisations, Electronic Structure of Materials, Thin films etc. According to the thrust areas of conference, the best oral and poster presentations were awarded to the budding scientists to motivate their interest on research.

Hand Instruments – The Forgotten Story

Staff Reporter

The Department of Conservative Dentistry and Endodontics of SRM Kattankulathur Dental college and Hospital in association with the Indian Association of Conservative Dentistry and Endodontics conducted an event, Hand instruments- The Forgotten Story, a Continuing Dental Education programme at T.P.Ganesan Auditorium. The programme was inaugurated by our Honourable Chief Guest Dr. Ponnusamy, COE, SRM University

Like any other field in Medicine, Dentistry has shown tremendous growth where nanotechnology and nanorobots are used today. In spite of various advancements and developments in the field and technology, it should always be remembered the hand skills of the clinician still has a major role to play this

programme greatly emphasized on the importance of Hand instruments and the methods to handle them skillfully.

The programme had four lectures where guest speakers from various departments of various colleges spoke on the importance of hand instruments. The programme had about 250 registered students from all the Dental colleges in the city.

A competition was also organized, Golden Hands- season II for the final year students and the interns to test their hand skills and ability to handle the dental materials. Around 11 colleges participated in the competition. Competition was judged and prizes were distributed to the winners, in both the final year and the intern category. A special thanks to Hu-Friedy, a US based company which had its first ever programme here in SRM.



The COE, SRM University and other participants

Electromagnetics and RF Engineers



Mr. Quentin Robin and Mr. Rajappa of Siepel

On 7th April 2014, Department of Telecommunication Engineering, SRM University organized a Guest Lecture by Mr. Quentin Robin, Siepel (Manufacturers of Microwave Absorbers, Shielded Rooms and RF & EMC laboratories; siepel.com) at 10.00 AM in Kattankulathur campus, in association with IEEE ComSoc Student Branch @ SRM

Univ and Telecommunication Engineer's Association. Mr. Quentin, delivered a lecture on RF Absorbers, Anechoic Chamber and Reverberation Chambers as well as RF properties and EMC standards and measurements. He also insisted that there is a huge demand for Electromagnetics and RF engineers. Followed by Mr. Rajappa, Indian Representative of Siepel India, discussed about

the Turnkey Solution Provider and elaborated about the construction of Anechoic chamber, in various sectors like Automotive, Aerospace. Mr. Purusothaman, Scientist, ISRO briefed about the importance of anechoic chamber's in space communication, which helped the students to know importance of antenna design and EMC/EMI.



Chairman SRM Group of Institutions Mr. Ravi Pachamoothoo Congratulates the SRM University Tennis Men team which won all India Inter University tennis tournament recently.

Finals Results Tennis

SRM University Beat Aligarh Muslim University (Defending Champion) 3 /1, Singles: Elvin Antony (SRM) Beat Md shadah

khan, Score : 6/0, 6/1 Second Singles: Chadil sood (Aligarh) Beat) Rithik Anandh(SRM), Score : 6/2, 6/1 Doubles: Elvin Antony & Nick Poonacha

SRM Beat Md shadah khan & Chadil sood (Aligarh), Score : 6/1, 6/0 Reverse Singles: Rithik Anandh(SRM),Beat Md shadah khan score : 6/2, 6/0

Sports Quota Selection Trials held

Staff Reporter

SRM University held trials for Sports Quota Admission at its kattankulathur campus recently. Those seeking to join Engineering, Management, Science and Humanities and Hotel Management through the sports quota for the year 2014-2015 took part. The trials were held for the following:

Volleyball (M&W), Hockey (Men), Chess (M&W), Ball Badminton (M & W), Tennis (M&W), Cricket (M&W), Basketball (M&W), Football (M), Badminton (M&W), Table Tennis (M & W), Athletics, Handball (M&W)

SRM wins title

Staff Reporter

It was a twin triumph for SRM University in two different inter collegiate volleyball tournaments last week. Te SRM women claimed the Jimmy George memorial invitation tournament conducted by the IIT-M SRM beat Panimalar in the final league recovering from a loss of the first set to won 23-25, 25-17, 25-18. Elizabethg Paul (blocker), Nithya Setter and Vijayalakshmi (libero) were prominent for the winner.

In the Vels trophy torunament, SRM beat Vels (25-15, 25-17), Queen Mary’s (25-17, 25-15), and beat JABAS College (25-23, 25-22m 25-17) in the final. The SRM girls also won the inter-collegiate tournament by Vel’s University beating JABAS in the final at 25-33, 25-22, 25-17



Twin triumph : The SRM team wins in two different inter collegiate volleyball tournaments.



SRM clinch trophy

Staff Reporter

Brief scores of Tamil Nadu Inter deemed university cricket tournament organised by Sathyabama University : Final : SRM University 161/7 in 20 overs (AC Pradeepan 48, Mukundh 44) bt Sathyabama 124/8 in 20 overs (AC Pradeepan 3/12, Aravind 2/15). SF: Hidustan University 117 (Abishek Tanewar 3/18) lost of SRM University 118/8 in 18.4 overs (Aashish 20, Mohammad Imran 24). QF: BSAR Universit 118/9 in 20 overs lost to SRM University 120/3 in 18 overs (Ananth 55*, Aravindan 52).



The Vice-Chancellor at the Track and Field Meet.

Reporting for Spectrum

- Contributing reports should be confined to a maximum of 250 words and must be written by students only.
- Accompanying pictures must have captions. Pictures without caption will not be published
- Request for coverage in **Spectrum** by its editorial team must be made well in advance with an accompanying note and the invitation to sridhar.k@ktr.srmuniv.ac.in
- Coverage of a certain event or receipt of an article does not guarantee publication.

-Editor

Freshers' Step into the industry

Staff Reporter

Faculty of Management welcomed the visit of Mr. Jebakumar Koilpillai, Dy General Manager, Airports Authority of India for a talk on "Freshers' steps into the industry". Dean Dr. Jayshree Suresh, Dr. Ponniah, Associate Academics, Dr. Vasanthi kumari, HOD-HR were the pillars of support to organize the event for the HR club students who were eager to know the world of the corporate.

Mr. Jebakumar introduced his organisation to the students, he deliberated on the four Is,

Industrial visit, Internship, Interview and Induction. He asked the students to be creative and innovative in the projects they do with companies and dwell with topics that have been uncovered by the company and would be valuable mutually. Knowing the inquisitiveness in students of what an interview keeps in store for them, he



Mr. Jebakumar at the event

elaborated on the questions and expectations of a HR such as knowing the profile of the company, a well woven resume which speaks genuineness and the incomparability of a HR.

Students were advised to work with passion, be positive and be honest in their workplace. Diligence is the key word, he said, to the fourth I, Induction, where students were expected to have indepth human insight and get accustomed to the work culture prevailing in the company. Quoting A.P.J Abdul Kalam "Dream is not that which

you see while sleeping, it is something that does not let you sleep", he explained that equipping oneself with one's own dream and building oneself to achieve it, though the path be of great struggle, surely is on the right direction of life.

Mr. Jebakumar gave a ray of colourful hope as he opened his doors to the students and welcomed them to be part of AAI, in the attire of interns. The session was open to students to fulfil their doubts and it was indeed satisfied by the guest of honour.

SRM to organise All Inter-University Tournaments

Staff Reporter

For the first time the Association of Indian Universities has entrusted the responsibility to a Private University. Directorate of Sports, SRM University to conduct the 25th AGM of Inter University Sports Committee and Sports Board (AIU) meeting for the year 2014. Delegates from all over India participated and finalized the Association of Indian Universities (AIU) Sports Calendar for the year 2014-15. The Proposal given by Indian Universities were also discussed. In the coming academic year SRM University will be organizing All India Inter University tournaments in four games

Daily dose of a day scholar!

Shruti Ganesh

Beep *Beep* *Beep*

The alarm clock buzzes before the break of dawn. Propped up on the bed, feeling unrested, we cherish this single moment of respite and will ourselves into action. And the pace of the rest of the day could give Flash a run for his money.

Cursing ourselves for the unwise decisions made the previous night, such as engaging in useless group chats involving people who do not have to wake up before 7 am, we scurry to the bus stop.

After a quick recap session of last night's activities, all the people commuting by the bus unanimously decide to nod off at the exact same minute. The earphones are popped in and the eyelids are shut in a desperate attempt to catch a wink. But the city roads mock us for our folly, ensuring there are enough jolts, turns and tumbles to keep us wide awake.

The beautiful pink arch rolls into view sometime around 8 am. The campus at this time is virtually empty and devoid of students – a sight, one would



be hard-pressed to find at a more decent hour. Most of the students coming in from the city generally either forget the concept of breakfast or have it really early. Other hungry souls decide to move to Javagreen. The peace and tranquillity of the place is almost frightening at such an early hour. We gobble down the dosa, wash it down with a cup of hot coffee and use the new found energy to rush to our respective departments. As by this time, catching the lift is next to impossible, so the calories earned eating home-cooked meals are burnt off in a jiffy

as we climb up staircase after staircase. Huffing and panting, we reach the classroom where the rest of the day pretty much follows the script.

By 3:55 pm, we are geared up and waiting for the bell as if it were The Amazing Race. The run to the buses is frantic and desperate. However, this is not before we fight the hostellers for our respective share of samosa or soda. The long haul back home is tiring and rather uninteresting, but for TV and a home-cooked meal, it's all worth it.

Future Feature

Rahul Jain

With the arrival of technology such as the fingerprint scanner and heartbeat monitor in cell phones, let's take a look at some "possible" (read parody) features of the future:

Water Heater/Electric Stove- We are all familiar with the heat generated while multitasking, thanks to advancements in processors. Combined with 'waterproofing', they will be used to heat water for people who don't have a geyser at hand.

"Processor" processor -To increase efficiency and reduce response time by 0.00001923571 microseconds (we don't like to wait, do we?), your phone will have the option to attach another processor to prioritise tasks and manage the processing of the processor. Cost- \$899.99 only. Additional Battery Cost- \$249.99 only.

Bionic arm- Don't you hate it when you oversleep because you didn't 'hear your alarm'? Fear no more. The bionic arm allows you to slap yourself out of dreamland (if you survive) along with 4,895 other uses

and 349 ways to wake you up. Cost- \$9000+, or an actual arm.

Girlfriend/Boyfriend Simulator- With so many features, it drains battery and has constant requirements such as Wi-Fi, Charging Spots, Notifications, Pings etc. If you can live with this, you can live with anyone. Cost- \$600 for a phone. \$1800 for a Pineapple mePhone.

Real Estate and 6 servants- With increasing screen size, we will eventually need more room to manoeuvre the phone. Available only on contract with Network Carriers AND Real Estate agents (not available for mePhone).

Doctor- A heartbeat monitor and 2045 Gigapixel camera will be used to diagnose you. A fingerprint Scanner will double as a sample tester. Cost- Potentially your life (not covered in warranty).

Blood Sacrifice Scanner- Worried your loved ones may swipe your fingerprint while you're asleep? Fret not. Lock your phone using optional blood sacrifice (popular among Twilight and Vampire Diaries fanbase).



"Every time you buy a pet from a store, one homeless animal loses his or her chance at finding a good home."

Don't breed or buy, while homeless die!

Kumar Dattani

"There's a trend amongst the students these days of buying expensive, purebred exotic pets. In my opinion, it's very absurd," says Dhanraj Vyas, a II year student, Civil Dept. "I myself have an experience of caring for a pet, and these students probably don't realize what they are undertaking. It requires them to spare a whole lot of time for taking care of the pet; it's almost like a baby who's never going to grow old enough to take care of itself," he adds.

Currently, thousands of cats and dogs, all over India are fighting for their lives. Some of them starve to death; some are victims of hit-and-run cases and a lot more are abused by cruel people. And even more witness the only four walls they have ever seen and wait in shelter homes for a better home. Meanwhile, animal mills produce litter after litter of new-born animals and every time you buy a pet from a store, one homeless animal loses his or her chance at finding a good home.

"When you buy a dog from a pet store, you're supporting cruel puppy mills. I can't believe you would ever do that. Not you!"

Puppy mill is a commercial dog breeding facility that is operated with an emphasis upon profits above animal welfare and is often in substandard conditions regarding the well-being of dogs in their care.

"You can't buy love, but you can surely adopt it from a pet shelter. Look at these deep, imploring eyes. Don't you love me already?"

When you adopt pets, not only do you save money, you save a life! Most of these pets are euthanized due to lack of space.

"You won't have to teach or train me."

Adopted pets are house trained most of the times. They have a knack of keeping their homes clean, having lived on the streets and shelter homes.

"I come with a little extra surprise! I have already been vaccinated."

Adopted pets are generally vaccinated, spayed and neutered and the fee is included in the package. So, now you can stop worrying about the medical attention needed. Moreover, shelter pets are hardier than purebreds, and are less prone to mental and physical diseases.

"What's up buddy?"

At an animal shelter, you can find a dog to fit your unique personality (even if you're a little nutty!)

"You'll never be alone. I'll always be there for you."

You will be rewarded with looks like this and other expressions of gratitude for as long as you both shall live. Pets have a great sense of gratitude apart from being loyal. They will always stand by your side, selflessly.

When people are given an alternative of adopting a pet rather than buying one, some argue that the animals in the shelter are not cute and good-looking enough. To those who think so, I would just like to say one thing: DO NOT BUY A PET. Pets are not meant for a decorative purpose, nor are they meant to please or amuse you. They may not have good fur, but there can never be a living being in the whole world that is not beautiful. We are, after all, just a tiny bit of God's enchanting world.

We can stop this cycle of homelessness by providing them with fur-ever homes. Adoption is not as scary as it sounds. Most of the pets are spayed, vaccinated and neutered. Indian dogs are also more immune to diseases and require less care. Thus, they are more appropriate for students who can take care of them. The adopted pets perfectly fit in your family having stayed in shelter homes.

In fact, there are scores of shelter homes in Chennai which help you foster, adopt and take care of pets. These shelter homes organize adoption drives and promote animal welfare throughout the city. One can also visit these shelters and meet these lovely pets. One such shelter is the Blue Cross of India in Velacherry. You can contact them at 044 2235 4959.

So what are you waiting for? Go ahead, adopt, care and save a life.

Not Just Passing Through - A Swansong

**Saipriya S D
Sneha Sankar**

Flashback 2011- A second year student gets a call from her friend, asking her to send in her application to work for the college newspaper. She conveniently forgets and gets caught up in the regular humdrum of college life. The thought of applying for the newspaper must have been etched into her head, because just as the deadline was closing in, she writes whatever comes to her mind and without giving it a second read (or thought, for that matter), sends it in.

Last minute work tends to be shabby, but luck favoured this girl and she somehow made it to the final round of the selection procedure. She was pretty convinced that her performance was dismal and that she would not be a part of the team. But life, as we know it, is full of surprises and, lo and behold, she received a message one fine evening informing her of the contrary.

Fast forward three years hence and that girl is now in the twilight of her college life. It's been three long, fun years since she started working for the newspaper and she is glad that she made that "unconscious" decision to apply. She was introduced to a quirky yet amazing group of friends (seniors and juniors alike). The infectious atmosphere during the meetings was always filled with laughter and endless pranks, but there was a lot of work being done as well. Meeting deadlines, writing reports, editing et al, the entire experience, in a way, now defines her college life.

Come final year, this realization dawns on every student that you need that quintessential college experience (yes, the kind we see in movies). And no, we are not talking about all those trips that one goes on with your friends to places near your college, but about that one experience that will forever connect you to your Alma matter. These are the experiences that will count as truly valuable when you reminisce about college and think of how you've grown as a person. These are the experiences that will teach you important lessons in life before you even

realize it. The fests, clubs, activities- extra-curricular or co-curricular- will be your learning ground beyond your classrooms. They teach us how to balance our academics and personal interests, how to prioritize and most important of all- that it is okay to make compromises in order to achieve something great. You gradually begin to realize that there is more to college than the regular academics, long bus journeys and longer lift lines, assignments, records, examinations, and complaining about how you really deserved that extra mark (Seriously? One extra mark?). Once you open yourself to such an idea, you begin to realize that SRM University has opportunities galore for students wishing to take part in any and every activity, be it technical, cultural or otherwise. With two fests that garner participation from all over the country and nearly 20 clubs and space for more, our University provides its students with excellent opportunities to explore their interests and hone their leadership skills at the same time. But it is entirely up to us to take up the initiative to do so.

So, dear reader, before that sinking feeling of leaving college without accomplishing much sets in, go join that club whose brochure you found interesting! Didn't find anything like that? Come up with an idea of your own. You'd be surprised just how many similar minded people there are around you and how supportive and encouraging our University is of students and their ideas. Did you know that Spectrum started off as a thought in the minds of a group of students too?

**From the Desk
of The Chairman,
SRM Group**

The Chairman of the SRM Group of Educational Institutions, Mr. Ravi Pachamoothoo, has asked the SRM Community to send in their complaints, concerns and suggestions to him at srmchairman@gmail.com or through sms to 99400 88414 (text messages only)