Every Sastrite certainly knows about KurukSasstra, along with a few familiar names like Saarang and Riviera. But this year in the college, with 28 participating institutions and 958 contestants, the Big Daddy of all cultural events was the ‘26th Inter University South Zone Youth Festival’.

Day 1 (22nd August, 2010)
The first day of competition in this cultural Mahabharata took off with the Theatre and the English Literary Cluster at its helm. It was immediately obvious that the serene faces of the participants concealed a very high level of competitiveness and that they were here for nothing except the first place.

The Theatre kick started with one-act play, which witnessed a participation of eleven teams. Some plays were based on the evergreen theme, excerpts from the epic - The Mahabharata and The Ramayana. These added an Indian touch to the show, performed along with the hugely popular western and other contemporary themes. Each flavor that could possibly satisfy a drama-fan’s palate was served on a platter, neatly garnished. The performance by Mangalore University and CUSAT in particular were well appreciated by the huge audience gathered at the JVC auditorium.

The English Literary Cluster opened with a battle of brains between the 28 participating colleges as they fought it out in the intellectual and trivia remembering arena-the Quiz. The quizmaster was Mr. Krishna Seshadri, an employee of Wipro technologies and a winner of various quizzes held at the national level. Questions ranging from ones about M.S/Subbulakshmi Dasan University to M.G University (Kottayam) designates some of the most eye catchy posters on site. Later in the day, W seminar hall was inundated with intricate Rangoli designs. The designs by MGI (Kottayam) and Bharatidayan University received special admiration.

The Music Cluster today had for us the Group Song (Indian & Western) competitions. The participating team was made a reality!! Students who translated their speeches.

Deepak Bharathi, II Yr, ICT.

An uninterrupted and comfortable bus journey from the gates of SASTRA to Chennai and back, perched inside the plush and comfortable interiors of the Rathimeena Travels’ buses, a hitherto unthinkable prospect was made a reality!! Students who availed themselves of this service were all praise for the Canopy.

If you’re a hosteller, you’d be aware of the lacuna in our laundry system and probably have a long list of woes associated with it. Don’t fret, as these are all set to be addressed, Courtesy -The Canopy. In collaboration with Hi-Tech Excel, a leading laundry service providing company in Thanjavur, Canopy is going to re-vamp the laundry system in our hostels. With mechanized and modern equipment coupled with huge cloth dryers, Canopy promises timely service even if our town is flooded!! The tech-savvy company uses bore water maintained at optimal pH meant to give your clothes a new feel every time you get it laundered!! Once the service starts, you can simply trot over to their central collection point as per your convenience.

Food, Clothing and Shelter are the three vitals for living. Though its true on a broad perspective, on narrowing it down to the people’s day-to-day needs, especially those of college students, the list balloons. To address all such bamboozling needs under a common roof, the canopy plans to launch a departmental store in collaboration with Gurunath, an established player in this arena with a proven track record. Well, the likes of SPENCER’S must surely watch out, for this one-stop store will soon give them a run for their money.

continued in page 2...
It's a known fact that a building is being constructed near Vishwa Karma Joth, but many are unaware of what it is intended for. Christened Anusandhan Kendra, it is yet another fine achievement of the School of Chemical And Biotechnology. It is a research cono; dedicated solely for all the funded projects in Jiva Chaitanya. Funded labs and those related to Medical Nanotechnology will be accommodated in the new building. Other academic labs in JVC will remain undisturbed. The main aim of setting up such an exclusive research environment, pooling all labs together is to optimize the utilization of various resources such as power, chemicals, etc. The highly sterile atmosphere, permissible only for research scholars, will be conducive for research purposes. The whole idea primarily conceived by Dr. S. Swaminathan, Dean - Sponsored Research & Director CNTAR, is expected to be realized by the end of September.

Hello folks,
This column would come your way every month bringing to you the latest and the most happening events in our college! This would update you with all that’s happening in SASTRA every single day! Get ready for some techie news from all departments, topics of talk among the students and almost every tiny bit of info about our college. After all, INFORMATION IS WEALTH!!!

This month had a whole lot of news doing the rounds. The most important include the arrival of the new batch of First Years, the XXIV Convocation, CANNOT, and orientation sessions for the innumerable clubs in the college, and not to forget, THE SOUTH ZONE INTER COLLEGIATE YOUTH FESTIVAL! In addition to those, a lot more of hot and crisp news that would want to know more about! The XXIV CONVOCATION was held on the 14th of July and was surely the best way to bid farewell to our seniors. This evoked a range of mixed emotions among our pass-outs who still feel that they had spent the best days of their lives right here, in our college.

CANNOT, The unique student venture which is the brain child of our Dean of Planning and development, has been a great hit among the students and the staff. Congratulations TEAM CANNOT!

The Food Court boasts of ALL VEGGIE food! But never forget our GOOD OLD KC. Do not miss the new FRESH CREAM PASTRIES and the yummy DOUBLE CHEESE ball at our own little KC! The newbies have been nice changes in our canteen which includes NEW DISHES AND MUSIC!! The WADIO (our WI-FI-RADIO) is back at SASTRA and how! A live streamed performance HIGHWAY 67 was mind blowing. It was performed at The Food Court, with the yellow lights, the hot food, the RAIN outside and the MUSIC making the ambiance perfect for a Sunday evening. Way to go WADIO! WADIO can be accessed with a no-proxy option! Keep your ears glued to wonderful music that our own students rendered and groove to the beats of the foot-tapping numbers! This month saw the first OPEN HOLIDAY (a.k.a. the happiest time for the hostsellers) of this academic year. The first years had a blast as they indeed had a great time getting all set to back their bags and run home! The Trichy railway and the bus stations were extremely crowded, a sight that every student from SASTRA would get accustomed to. This holiday was a good time for a few of our friends who went on FUN TRIPS to various places! Gear up for the technical events coming your way. It’s time to stop thinking you know nothing. Make use of the abundant places in the college and there you go! After all, Engineers are made, not born! Scratch your brains and prove what all you can do! The last day of the news that had been doing the rounds this whole month, Will come back with more!! Till then, keep buzzing!

RAIN PLAYS SPoilSPORT FOR COLOSIUS '10

It was a depressing day for the various sports teams of SASTRA and other participating institutions when COLOSIUS '10 (21-25th August), SASTRA’s inter-college sports festiv- al was literally washed off schedule due to torrential rains lashing continuously in Thanjore-Trichy. All the guest teams had to pack their bags and leave without playing even a single game as weather made any kind of outdoor sporting impossible. Neeraj C Srivats (member of SASTRA Basketball team) says, “We felt very disappointed as we had spent months practicing for our home- tournament. We were kind of hoping that the weather clears up soon and the games would resume as scheduled!”

Similarly, the Indoor Sports teams of our colleges had their hopes intact too their games being unaffected by the weather outside. But, as justly determined by the college management, the tournament had to be cancelled entirely. It is said to have been rescheduled alongside DAKSH next semester.

But the most disappointing aspect of this already grim situation was perhaps our brand new soccer field. Recently completed, it was created specially to cater to the requirements of COLOSIUS ‘10, which would have turned out to be a tournament of considerable caliber, had it been ever conducted. The university Football team was full of anticipation regarding the grass turf which the new field provides. This too, as we know, was sundered beyond any solution. As the teams had to turn back for their respective colleges nearly within 24 hrs of their arrival, imprint could not gain access to them for their comments on the situation, but one can easily visualize their dis- pleasure.

Meanwhile, rumor flies that some players of the university Hockey and Cricket teams (these sports had not been included in the tournament), couldn’t help but smile when informed about these recent turn of events!

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Time: 13:00 hrs
Venue: Hostel room (on bed, sleeping on Data Structures book with the end semester exam the following day)

"I'll be there for you……….." (My ring tone then), "Dwarakanath calling….!

I picked the phone, and not even in my wildest dreams did I expect that this call was what would start off the "thing" that would define the whole of my next semester in college.

A wonderful new idea, and the thought of creating something that the whole university would use once successfully completed was enough to get the team all enthusiastic and raring to go. What followed of course, was some intense bonding with the laptop, a lot of learning (A LOT!!!), meetings, deadlines, long hours at the lab, erroneous codes, disagreements, approvals, tense demonstrations, a few sleepless nights, and a few sighs of relief, and at last a lot of smiles. In short it was an ineffable experience.

The Student Toolkit (as most of you know by now) is an application that caters to many different categories of users - students, alumni, faculty and outsiders. It provides different services to each user group, identifying their needs and requirements.

The services include applications for new ID cards, bonafide certificates, transcripts, and most importantly (for most) hostel leave permissions. Apart from these, it also includes modules such as curricula (coming up) to check out your syllabus and other details, notifications, to get all alerts, etc. etc. etc. With everything now just a few clicks away, with the comforts of your bed, it would not be completely inappropriate to cite that the Toolkit has indeed taken a leap in bringing all universities competing in the cluster. The teams creatively portrayed a variety of themes. Social issues seemed to be the 'in' thing today. There were also quite a few entries on rising trend of farmer suicide and the one depicting the painful lives of Hijaras (eunuchs) drew a huge round of applause from the packed JVC auditorium. It was a power-packed performance by each of the teams and one could only marvel at their talent.

The Music events included, among others, classical vocal solo and classical solo (non-percussion). Teams from various participating universities mesmerized the audience and judges with their breathtaking mastery on their respective subjects. Among them, the vocalist from Mangalore University and an adept vocalist from Visvesvaraya Technological University rendered some of the most captivating performances on show at the VKJ auditorium.

SASTRA’s own instrumentalist, competing in the classical (non-percussion) category, held the audience spellbound with his incredible skill on the Nadhavar. Coming to the literary cluster, day two was all about ‘mano-a-mano’, i.e., the Debate. The participants were required to argue on the idea of setting up a coalition government in the country. In complete contrast to the country's current political scenario, the 'arguments' here were put forth in a disciplined manner, without the (mis)use of furniture.

Finally, the Fine Arts Cluster today included Clay-Modelling, Collage and Spot-Photography. The events were entirely new to none other than Mr. Nelson Kennedy from Chennai, who was recently voted Artist of the Month, Mr. Chandu and Mr. Gopal Kamar.

Among others, a staggeringly detailed clay sculpture of a mother holding her child drew utmost appreciation. The last event of the day was Folk/ Tribal Dance, which had our cultural heritage come alive in colourful bauls and Sufi (Kalady) proved its mettle here as they put up one of the most drum-thumping performances, along with SVIJ (Tirupati) and SPMV (Tirupati). The second day thus came to a joyous end, promising even more captivating and competitive performances by the teams on the forthcoming day.

Day 3 (24th August, 2010)

As the final day of competition arrived, the participants could feel the heat as the festival was at the neck for the overall championship. It was the Mime on the previous day, Skit and Mimicry rocked the Theatre on the third. Though the contention was stiff, the one skit that stood out was by the team from SSUS (Kalady). A ad-lib performance by two members of SASTRA drama team also garnered considerable audience adoration.

At AV, a creative war raged among the contenders in the Fine Arts cluster for the best on the spot Painting. Next in the cluster, talented young cartoonists tickled our funny-bones with their juvenile depictions of famous personalities. Others caricatured sports and rampant corruption in the country. Kerala University took the top spot here.

A few blocks away at VKJ auditorium, competition in the Music cluster grew more intense with the Classical Dance and Light Vocals (Indian) coming into the picture. The participants certainly meant business and the audience could only sit back and wonder about the amount of hard-work and the level of perfection each of the participants had achieved in the respective classical performing arts. The judges indeed had a tough time choosing the winners.

Well, as the third and final day of the festival drew to an end, our talented participants put their rivalry aside and came together for the final good-bye. The organizers were greatly adieu to our friends who had traveled a long way from their colleges to be a part of the 26th South Zone Inter-University Youth Festival.

STUDENT TOOL KIT
Chitrabootheni S., III yr, CSE.

YOUTH FESTIVAL CONTINUED

By: Prashant Srivastava
III yr, Mech.

With invaluable inputs given by:
Srinath Sripath III yr ECE
Janani S III yr BIN

THE CHAMPIONS

1. Music- Bangalore University, Bangalore, Karnataka
2. Dance- S S University of Sankrit, Kalady, Kerala
3. Literary- SASTRA University, Tanjore, Tamil Nadu
4. Theatre- Mangalore University, Mangalore, Karnataka
5. Fine Arts- University of Mysore, Mysore, Karnataka

Runners-Up: University of Calicut, Calicut, Kerala

Overall Champions: Mangalore University, Mangalore, Karnataka & S S University of Sankrit, Kalady, Kerala

Thanjavur’s architectural wonder turns 1000
Arundhoyi Sarkar, III yr, ECE

Nataraj, God of nrittya (dance) is the greatest form of Lord Shiva. King Rajaraja Chola’s devotion for Him and built a magnificent temple at Thanjavur in 1010 AD. Brihadiswara Kowli or The Big Temple as it is commonly known today, is now part of UNESCO’s Great Living Chola Temples.

The temple will be completing its 1000th anniversary this year. To mark this millennium celebration, the Association of Bharatnatyam Artists of India (ABHA) collaborated with the Government of Tamil Nadu to present a dance performance by 1000 dancers on 25th September, 2010. Honourable Chief Minister, M. Karunanidhi will preside over the function. The Natyanjali begins with Ganapat Kuthuvar singing the blessings from Lord Vinayaka. It proceeds with Thirumurippu written by Karunur Tevar and concludes with Adi Shankara’s Shiva Panchakshara Stuti. The dances are specially compiled, scored and choreographed by the dance maestro, Dr. Prudma Subrahmanyan.
**Catch the Rhythm!**

Music club, Gianavarshini, provides a forum for classical music lovers, be it Hindustani or Carnatic, vocal or instrumentalists and even enthusiastic Raskias. A topic is selected prior to the sessions in the previous meet and demonstrations, listening sessions, games are conducted based on the same. Staff members, familiar with classical music are most welcome to make the sessions more enriching. Besides these activities, mini concerts are organized in the temple on various occasions.

Venue: GNV 101
Timings: 5:30 p.m (Wednesdays)

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**Art beat**

The arts club at SASTRA is held at VDV 206, from 5 to 6:15 pm, sessions will be held once during a weekday and one on weekends. So far sessions on abstract pictures, portrait sketching, cartooning expressions and much more have been conducted. Art enthusiasts can look forward to more of cartooning, font styles, graffiti and different styles of painting this month. If you’re an art lover, if colors excite you, and if you are ready to let your imaginations run wild, then art beat is a place you just don’t want to miss!
Contact: Shibla Murali +919840221683

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**Tamil lit:**

"SASTRA Thanjavur Sangam," organizes four long sessions, every Thursday night from 6 pm on, at VDV 207. With an assortment of events the Lit Group is a not to be missed spot for Tamil lovers. For the first time ever in the history of SASTRA, the group is coming up with "Tamil Dramatics" to encourage all the budding theatre enthusiasts.
Details Contact: +919943230843

**English lit:**

The English literary society at SASTRA, conducts various events like dumb charades just a minute, debate, quiz and crossword. Don’t miss the fun filled thearets conducted at VDV 206 at 5 pm all round the week, from Monday to Friday.
Contact: Anjal Rico
+919943987337

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**Women Empowered**

IBM’s WIE (Women In Engineering) is a programme aimed at increasing the men to women ratio in the technical and business domains. The Bangalore chapter of this programme visited the campus on 28th of August for a one day event. The event kicked off with a poster presentation, the main emphasis being on smart systems in the fields of transport, health, education and engineering. The posters that were presented clearly showcased the intuitiveness and the creativity of the fair sex. The poster presentation was followed by a seminar by the Bangalore chapter on the career opportunities for the young girls of India. The event was concluded on a positive note with an announcement that SASTRA will soon have its own IBM WIE chapter. That’s something to look forward to girls! Rock on!

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**MECS - Microsoft Enthusiasts’** Community at SASTRA is one of the premier student tech clubs of SASTRA supported by MICROSOFT and run by Microsoft Student Partners and other technology enthusiasts. We deal with technologies like .NET, Visual Studio, XNA Game Studio, Silverlight etc. The Club conducts sessions twice a week at Ifica Audit or CTV Seminar halls. The Motto of the Club is ‘Learning Through Collaboration.’

For more details contact:
Kusumakar Dwivedi
9496085465

**OUR PLANS FOR THIS SEPTEMBER ARE...**

- **1st week -** Hands on Lab (on HTML, CSS, JAVASCRIPT) and Session on Web Development.
- **2nd week -** Web Development Using Visual Studio 2010 for II and III Years and Coding techniques for I years.
- **3rd week -** Database Control For Web Development and Demo Of Microsoft Research Products (like Deepzoom) for I years.
- **Final week -** Silverlight Application Development.
- **October: Game Development Using XNA, QT Framework, Other MS-RL, Live Labs etc.**

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**ICTAS**

ICTAS is the student department association of ICT (Information and Communication Technology) students. The office bearers are as follows:
President: Dr. K.S. Ravichandran (Associate Dean - I.C.T)
Student Chairman: Kusumakar Dwivedi
Vice Chairman: Anil Kuncham
Treasurer: Krishnan, G

**Plan for SEPTEMBER:**

1st week: Inaugural function - Introduction of Office Bearers, presided over by a Chief Guest.
2nd week: Multimedia club session on Adobe Photoshop by Harish, TGMCS - Orientation and SRS session by Hari Krishnan and Murukan
3rd week: Multimedia club - Photography Techniques, TGMCS sessions continued.
4th week: TGMCS - UML Diagrams, Technical Dumb-C event. All other details will be circulated through notices and announcements.
Contact: Kusumakar Dwivedi
+919496085465
E-mail: dwivedikusumakar@gmail.com
kusumakardwivedi@student-partners.com
Cutting becoming a constant drag and multiply, those long afternoon power of the earth faster than rabbits can threaten to drown us all, animal change relating to the amount of greenhouse gases produced in our environment is the important business of reducing my carbon footprint. Off goes my computer and typing and get down to the highly ambitious of changing the world! It is a fabulous hero’s entry to back our spirited mission to save the day! It is a fabulous hero’s entry to back our spirited mission to save the day! It is a fabulous hero’s entry to back our spirited mission to save the day! It is a fabulous hero’s entry to back our spirited mission to save the day! It is a fabulous hero’s entry to back our spirited mission to save the day! It is a fabulous hero’s entry to back our spirited mission to save the day! It is a fabulous hero’s entry to back our spirited mission to save the day! It is a fabulous hero’s entry to back our spirited mission to save the day! 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It is a fabulous hero’s entry to back our spirited mission to save the day! It is a fabul...
SASTRA- A landmark Indeed!!

-Kaushik Margabandu
IV yr Mech.

On a lighter Vein...
Manoj’s Diaries II: The Question Paper

When I first started writing my blog, I looked at it as a medium, very powerful to communicate. A medium that could pierce through any barrier, and deliver information at right portals. One such writer comes up with an article that was irresistible to read. A piece of his writing is presented below:

DISCLAIMER: The content given below is totally fictitious and is from the vague creative borders of the author. It doesn’t have any intention of mocking or target towards a particular individual. Any similarity felt is a matter of pure co-incidence.

I wrote a quiz in my PG university and it was awful, Unbearable, Torturing!! It doesn’t have any intention of mocking or target towards a particular individual. Any similarity felt is a matter of pure co-incidence.

1. Write the etymology of heat transfer and illustrate why it is named so.
2. Thermodynamics is a misnomer. Who named it wrongly and why has it not been renamed yet?
3. Whatever you write as the answer to this question, no marks will be awarded. Will you answer this question why?
5. “Students at ITs are the best brains available, People at IT canteens are also brainy” Discuss the case and justify.
6. Does Heat Transfer really get transferred into your brains? If yes, conduction or convection or radiation. If no, give a note on the insulating medium.
7. Derive the different heat transfer equations with regard to a hot plate considering the advances in java coupled with the technologies in astrophysics in the department of astrophysics, for the supply chain development relating the transient conditions of double piped heat exchanger in the process of construction of the layout that has issues in the technical aspects of CAD and practicality snags in the verification done at Italy.
8. If you are looking into a computer sitting inside a room for 24 hours, what probably are you doing? Discuss the cases for [a] Oracle [b] YouTube [c] Face book. Also evaluate the amount of heat transferred into your eyes during the period. Suggest methods to insulate the same.

...Looking into the watch...Checking if the time is at least closer to 11:10...

Sitting in the third hour can indeed be a tough ordeal! One tends to keep looking into the watch...Checking if the time is at least closer to 11:10 am. Just as the bell decides to ring finally, the class clears in like a few seconds! Whatever building it is-VKJ, VV, JVC etc you can find the denizens of SASTRA heading towards the “Chota Canteen” or “Krishna Canteen” so that they can grab that samosa which sell like hot cakes in the 11:10 break many a time the chota canteen extinguishes its stock before the break gets over. Apart from the Krishna Bakery at Thanjavur which supplies the pastries and other delicacies to the campus, there are many other companies/organizations which flourish because of this 20 minute break in the campus.

The most famous one is the “Gold Cup”, Just thinking about this thirst quencher available in a variety of flavours for a mere cost of Rs.6/- makes me reminisce about my first day in the campus. After washing the dirt from the room, my parents and I came down the first year hostel (fondly called SPS) to get something to drink. I spotted the store inside the hostel and went over to ask him whether he has the usual coke brands to which he replied “only Gold Cup”. My exact reaction to his statement was “HUUU!!” But thirst overpowered me and I gave in and asked to give what I felt to be the safest-Lemon Flavour. My parents also due to their parched throat found it OK to try out this unheard of drink but my brother was totally against trying this out! Now, thinking about what happened four years ago [with an Orange Gold Cup in my hand] I find it extremely funny.

Our lush campus has not just indulged in imparting quality education but also in some way or the other provided a mode for many of the small scale business to thrive. Not just the Gold Cup business or the Krishna Bakery but also several other organizations. Our SASTRA gets its records and other stationery items from Seshasayee Paper and Boards Limited situated at Erode. Not only is this an excellent business opportunity for the company but there also exist a prospect for publicity through the college tech and cultural fest. Speaking of which, Daksh Cultural Fest hosted by our campus is indeed a time for celebration for the many other printers, audio systems etc. Our University’s farms and its tree-planting activity is a testimony to the soft corner of SASTRA to the need for a cleaner and a greener world. So it is high time that we sit and realise how our presence has created a huge land mark and has accelerated the process of development in this tinsel town of Thanjavur.

ENTREPRENEURSHIP WORKSHOP

According to the UN, 31.3% of India is below poverty line. A problem that has haunted India’s past and present. The solution to this problem, like Infosys Narayana Murthy has been rightly pointing out lies in Entrepreneurship.

To encourage the budding Entrepreneurs of our university and answer few of their million questions regarding finance, bank loans and subsidies, identification of business opportunities, risk calculation etc, the Entrepreneurship Development Cell arranged for a two day certificate work shop on “NURTURE THE ENTREPRENEUR IN YOU”. The workshop was held on 4th and 5th of this month and proved to be a big success with around 180 participants. The interactive sessions with successful real time entrepreneurs were the highlight of the day as they provided a deep insight into the challenges faced by entrepreneurs on their way towards success.

THE MAN WHO SAW TOMORROW

-Nikhil II CIVIL

serves nothing.

The first line is generally interpreted as Adolf Hitler and the German Army invading France. The greater part of the army will be against Hitler is interpreted to mean the alliance that eventually defeated him. The cage of iron may refer to his bunker or tanks, which Nostradamus would have no words for or ways of describing back in the sixteenth century.

Cultural fest. Speaking of which, Daksh Cultural Fest hosted by our campus is indeed a time for celebration for the many other printers, audio systems etc. Our University’s farms and its tree-planting activity is a testimony to the soft corner of SASTRA to the need for a cleaner and a greener world. So it is high time that we sit and realise how our presence has created a huge land mark and has accelerated the process of development in this tinsel town of Thanjavur.

The question setter. I requested his greatness to attend this test. It gives a vague feeling of what I felt in the exam hall that day. Phew! I got my grades. I am happy though :P What probably are you doing? Discuss the cases for [a] Oracle [b] YouTube [c] Face book. Also evaluate the amount of heat transferred into your eyes during the period. Suggest methods to insulate the same. Well... When a student faces an exam that is very tough, and is depressed about his performance, he is creatively motivated to make such verbal content. Our fictitious protagonist has had a very challenging/verbal content. Our fictitious protagonist has had a very challenging/
FEEL IT BEST, FOLLOW YOUR EMPTY BOAT! hahah...

-Anantha Narayanan
1 yr., BIT.B.

It’s 8:30 am. The hot sun rays knock on my eyelids ferociously and wake me up. OMG! I have a class at 8:40!!

Again I have to skip my breakfast like I did yesterday. Having been fired from all the previous night, I run towards my JVC with my “bob the builder” in hand. My thought process went like this. First hour is Process Calculation, and I already had bunked a lot, so can’t afford to miss this; The Chota is crowded as usual; The farmers in Vallam would have started their daily work; My mom would have just now reached her office in Chennai having already flooded my inbox with her “Wake up idiot” messages; what experiment would I have in Biochemistry lab today?; Ecobeach has a meet at TIFAC at 5 in the evening and what was I going to present there?; My coffee cup needs a wash at the JVC cooler; No wait! (The ecoman in me stops me from using the treat- ed water for washing). Thinking thus and a few stops and halt to patch up broken matters with friends and seniors and by the time I reach class, I can hear the professor calling out roll numbers for attendance. “Kindly get out” DOOMED! I go back, tracing my path, a perfect reverse function, deviating a bit towards TIFAC, where I get connected to this entire world. I start off with some Stanford open coursewears stuffs and as I get bored, I go into the philosophical world of OSHO and KRISHNAMURTHY. Time flies! And it’s time for my next hour. I drag my 80 kilo mass towards JVC and here I am finally! In the bio-world for the next few hours with occa- sional dreamland experiences and with perfect control over my eye lids. My fellow farmers in Vallam would still be in the fields. I start wondering what my class mates back in Mumbai would be doing. Man! They would be having fun. I miss them. NO! Wait! I should be having fun here too! The more I move towards my life’s fulfillment, the more my life becomes re- joicing for no reason at all. Blissfulness so deep and divine! In fact, I will start sharing it with my fellow mates because my life is a very small con- tainer. The bell rings, I feel so sad. I have lost my childhood innocence; man’s memory is not very great. I don’t even remember the life I had been living when I was 3 or 4. It seems the best in us is not recorded. But you are very stupid too.

It was the year 2003. My CAT inter- view at IIM A. The question was very simple. Which was SRK’s first movie? Bazigar!

The course of events made it very obvi- ous that I was in a stress interview. They had called me fat, incompetent fool (since I could not prove 0!=1) and asked if I felt like a loser since I was not from IIT and to top it all they were trying to convince me that Zanzeer was SRK’s first movie. I get it. They wanted to see how confident I was of my answer. But come on, any person with common sense would have tried Fauji (SRK’s first teleserial) rather than Zanzeer (Amrita’s first movie) as the confusion creating factor…Duh!!! And the statement was made.

Realising my grave error, I let the dreams of passing out from IIM fly right out of the window. Sulking for days and nights together. But in 2005 on my graduation day, the same professor revealed that he had not been for the same statement two years ago, my graduation day wouldn’t have existed. Apparently the confidence they were looking for was the basis of that statement. What can I say?!!!

My luck is...I guess...

Mistake 3:

By 2007, I had been working for Nokia for 2 years and was bored of the “wis- dom” from wallstreet. The wisdom seemed to be centred very much on helping wallstreet rather Joe Investor. I wanted to write about it but had three problems!!!

a) I dint know how to write that well.

b) I dint know how to write at all actu- ally.

c) I dint have much spare time as I was putting all my efforts into...well making the fourth mistake of my life...

What happened?

A buddy of mine had just finished writing his book. With all due respect it wasn’t that great. But I figured that if he could, so could I. It took me two and a half years and I went about it all wrong. But at the end of the day I got it done and today I have something I am really proud of.

And a month earlier I made my fourth mistake. I QUIT MY JOB.

My salary was great (a whooping 7 digit actually), I was getting promoted at a good pace and my colleague finally quit the job. No previous planning. No big discussions. We just knew that that was the time not to go to work. Had I waited until I was ready, I never would have done it. Agro would be the field-we de- cided. Contacted few professors back at the Alma Mater. They were the most helpful. I think they were happy to get me on campus immediately for planning and dis- cussion. One of them today is in fact a part of our venture.

For past one month we travelled the length and breadth of the country weighing our options. And now, am on my way to my parents, because that’s where we plan to start our venture - Delhi. I hope this turns out to be the biggest but best mistake of my life ever.

Bottom line?

If there is something you are consider- ing doing, but still on the fence about ,may be its time for you to go for it. Because you will never become completely “ready” for anything important ever. And don’t let that stop you...

Maxi

[The author is a IIMA Pass out and cur- rently working with Nokia. His book “AND MAXI SAYS- answers to every Indian’s questions”is to be hit the shelf soon]
GATE, A PATH TO PURSUE HIGHER STUDIES!

What is GATE?
Graduate Aptitude Test in Engineering (GATE) is an all-India examination administered and conducted in eight zones across India by the GATE Committee to select the best engineering aspirants waiting for opportunities to enroll themselves into any of the premier reputed Educational Institution in the country for higher studies in the field of Engineering. The committee comprises faculty from renowned institutes including seven IIT’s and IISc Bangalore. This committee operates on behalf of the National Coordinating Board-GATE, a section of Department of Education in Ministry of Human Resource Development. This is a written exam for 150 marks of three hours duration.

Why GATE?
Admission to postgraduate programmes with MHRD and some other government scholarships/assistance in engineering colleges/institutes is open to those who qualify through GATE. GATE qualified candidates with Bachelor’s degree in Engineering/TechnologylArchitecture or Master’s degree in any branch of Science/Mathematics/Statistics/Computer Applications are eligible for admission to Master/Doctoral programmes in Engineering/Technology/Management.

GATE is open for Non Engineering graduates also. Students may opt for their subject or the subject they like, specified in GATE brochure supplied along with the application forms.

Important Dates for memory

| Applications availability (in referred banks): 1st week of October |
| Last Date for submitting Applications: 1st week of November |
| Exam Date: Second Sunday of February |
| Results: Last week of March |

MARKETING YOURSELF

The word “marketing” implies a buyer-seller interface around a product. The B-school GDPI round is no exception to this age old management wisdom; the student assumes the proportions of a seller while the selection panel becomes the insatiable buyer and the student’s candidate is the product. The student’s task is to offer a value proposition and convince the panel on his suitability. The objective of a management programme is best understood in the following excerpt from the IIMA website: “The management programme attempts to: a) Equip students with the required conceptual and interpersonal skills and a sense of social cause for managerial decision making. b) Develop leadership capabilities to act as change agents and a source of motivation in the organization which they work in c) Nurture the desire to excel in performance without compromising integrity, honesty and fairness.”

The students thus need to appreciate that the selection process aims to evaluate them on interpersonal skills, social responsibility, leadership qualities, motivational prowess, team work and an ethical code of conduct. Following are the facts to be kept in mind across various points of evaluation:

1. Group Discussion:
   - Strong communication skills, both verbal and non-verbal, enables one to connect better with the group.
   - While verbal communication skills are measured on parameters like articulation (clarity of speech), fluency (continuity of speech) and modulation (flavour of speech), non-verbal skills are evaluated on positive body language, appropriate levels of gesticulation and an overall poised conduct. An understanding of contemporary issues and opinions on topics of political, economic and social concern facilitate a higher comfort levels in handling factual topics, while an ability to think laterally and out of the box gives significant impetus to dealing with abstract topics. It is advisable to contribute effectively and at select, appropriate points of time, rather than an overwhelming indigence. Supporting facts with examples substantiates your stand and adds conviction to your content.

2. Personal Interview:
   - The “marketing pitch” intensifies in this round as it requires a personal interface with the panel. Following are the key parameters against which you are evaluated:
     1. Introd. - This is the opening part of the student-panel interaction. Your ability to prioritize desirable traits of your candidate and drop innocuous teasers determines your skill to lead the panel and get them onto a predictable set of questions.
     2. Education - The challenge here is to demonstrate a wholesome learning along with a mix of both academic and extra-curricular activities. Academic learning is further validated in terms of basics and relevant exposure in different subjects, projects & industrial training. The focus is constantly on evaluating the to apply theory to practice. Extracurricular activities are measured on a dual scale - veracity and achievement.

3. Current Affairs:
   - Questions on current affairs assess your overall environmental sensitivity, a trait which is a must for managers operating in the constantly changing business scenario. Key events in the political, economic, business and socio-cultural sectors need to be appreciated, with an ability to form opinions on issues of contemporary relevance.

4. Career Planning:
   - The “marketing strategy” here is to evaluate your time bound plan and the relevance of an MBA. While answering questions on short and long term goals, it is advisable to uphold a clear & logical pitch and to strike a balance between ambition and pragmatism. For example, starting your own venture is indicative of a strong entrepreneurial streak, but needs to be backed by an authentic business plan. Similarly, becoming the CEO of a company is highly ambitious, but requires an elaborate detailing of a well defined career path. The focus needs to be on your ability to phase out your career advancement and mention responsibility profiles, rather than job designations.

5. Personality based questions:
   - This part validates your “self awareness level”, measured through questions on strengths, weaknesses, role models etc. The focus is on how much you know about yourself, being able to put forth examples showcasing your strengths, having a remedial plan for overcoming weaknesses and demonstrating learning from people/situations. The emphasis throughout the selection process is therefore on “marketing yourself”, which is best accomplished if you are able to establish a buyer-seller connect with the panel. Delivering the desired satisfaction becomes easier if you are able to understand the needs of the customer/buyer/panel. And the need is to find that somebody who is suitable to undergo a formal program in management, that somebody who is high on initiative, lateral thinking, communication, leadership, interpersonal skills etc etc....The global business manager!

Source: Unknown

Dr. V. Rajesh Kumar, Assistant Professor III, School of Civil Engineering, SASTRA University

GATE admission of self-financing students to postgraduate programmes. GATE qualified candidates are also eligible for the award of Junior Research Fellowship in CSIR Laboratories and CSIR sponsored projects. Top rank holders in some GATE papers are entitled to apply for “Shyama Prasad Mukherjee Fellowship” awarded by CSIR. Some government organizations prescribe GATE qualification as a requirement for applying to the post of a Scientist/Engineer.

Who can write GATE? Graduates as well as students awaiting their final year results GATE is open for Non Engineering graduates also. Students may opt for their subject or the subject they like, specified in GATE brochure supplied along with the application forms.

Syllabus for the chosen subject will be available in the GATE brochure. Results (called scores) remain valid for 2 years and one may re-appear if not satisfied with the scores.
BURST OF FLAVOURS

Krishna Canteen. Period. The mere words kindle you taste buds; a place so familiar and so close to the hearts of Sastraites. So, here is our modest effort to put forth what we fathom of this magnificent place.

Krishna canteen is located at the heart of Sastra. It has been offering the best food at nominal prices. It has proved its reputation both in south Indian and north Indian dishes (not to forget the separate counter for chaats).

It is a known fact that The Krishna canteen goes easy on your wallet, with food items ranging from tangy lime juices to relishing nut corners, from modest ‘plain dogs’ (with AMAZING Sambhar!!) to rich butter naans (of course with the irresistible paneer butter masala!), from thayir sadam (aka curd rice with homely touch) to mouth-watering special fried rice.

Something which has to be mentioned is the phenomenal rush at the 11:10 break with students bustling from the token counter to the stall to get their rightful share of the hot and crispy snack of the day and to take a break from the usual mind-racking theories, formulae and never-ending derivations.

Krishna Canteen has been the storehouse of many sweet and special memories for ages together, be it birthday celebrations, clearing papers, or even getting placed, for that matter. It has witnessed the most beautiful and heart warming emotions ever. You might have now got a fair picture of how things work in our canteen. Ever wondered how it all began?

by Mr Pandurangan on June the 17, 2005. It already proved its reputation in Tanjore and Trichy with four branches in the former and one in the latter. With an overall strength of around 60 dedicated members, Krishna canteen awakens every day, determined to serve every customer with passion. A special mention of Mr. Bhaskar, a very dedicated chef who is in-charge of the south Indian food section. Mr Charles, with commendable sincerity handles the Chinese and Tandoori items, along with Mr Suresh.

Within a short span of two years, Krishna Canteen has seen a lot of changes, which includes renovating the entire place and extending its ‘empire’ with another entrance, providing ample space for the juice stall, a separate chat section, Burger and pizza counter. With all new tiles and other enhancements, the canteen has undergone a complete make over! With the redecoration, the canteen has transformed into a bigger, better and more sought after hangout spot.

The canteen buzzes to life at 7:30am and calls it a day at around 8:30pm. Moving on, Krishna canteen is the prestigious gallery-house of Sastra that announces the arrival of the upcoming hot events. It also serves as a meeting place of all the clubs and organisations at Sastra. People not only come to here to have fun but also to do some solid work. Here’s an interesting tit-bit which most of you are sure to have missed.

On festive occasions, after the evening pooja Krishna Canteen offers special savouries, free of cost. So next time, make sure you grab your share. It is with utmost pride that we declare Krishna canteen to be one of the coolest hangouts ever. Krishna canteen is undoubtedly the favourite spot for everyone here, ranging from a nerd to a stud, why, for that matter even Lord Krishna would undoubtedly prefer Krishna canteen to hang out with his pretty gopikas.

P.S. You guys haven’t the faintest clue of how much we drooled in the process of completion of this article and make sure you check out the all new revised menu.

AROUND THE WORLD IN 30 DAYS

There was a time, not long ago, when no-balls in cricket cost a run and an extra ball. The past month has seen an unprecedented change in the scenario, with the price rising to a few thousand dollars and possibly, the careers of a few talented young men. It has left everyone, administrators and fans alike, with no balls to talk about non-existent terms like “gentleman’s game”.

The Higgs Boson, popularly dubbed the “God Particle”, if discovered, will explain the origin of the universe, according to scientists. Six scientists from around the world have tried to explain the mechanism. In the latest twist to this tale, a dispute has arisen as to who should get credit for the discovery and the resulting Nobel Prize in Physics (since the prize cannot be awarded to more than three people for the same discovery). On a less serious note, it would be even more fascinating if someone puts his hand up saying the prize should go to an Indian, considering that the boson itself is named after our own Satyendranath Bose (!?). Gene Tiberis, son of the man who dropped the first ever atom bombs in Japan, has questioned Barack Obama’s decision to send a representative to attend the 65th anniversary of the incident. Little Boy in 1945, big Fat Man today, Gene has started a fresh war of words between the two nations.

On an ending note, North Korean officials have retaliated against their football team for their poor showing in the World Cup, by sentencing the coach to hard labour, which comprises carrying loads at a building site for fourteen hours a day. So much for guiding his country to the World cup final, after 34 long years!
Tarot Advice: Offer water to the rising patience and perseverance to get to the point. The most important thing is to have EXTRA patience. Take care of every single detail you do. The environment is fighting with you. Some of the minor things are infuriating because they will be so small, but they may also engage in some kind of competition or race, or rather, a debate. There are also chances of you developing a rigid personality. It might also seem that your very non-bio students would find the color inside you, the fire that’ll keep glowing forever. I know, it’ll take a while, but don’t let impatience keep you from it. Life is too short for you to let your edginess take it all away from you. It’ll test your patience, but tell yourself you’ll ace it. One day your life will flash before your eyes. Make sure it’s worth watching. Color it up. Colors, colors and more colors. Oh! Yes, and there’s much more to all those intricate shades which easily deceive your eye. You never know, there’s more to it than meets the eye. For instance, splash blue over red, out of nowhere comes purple. In case you choose yellow to go with blue, there you see rich green. I am not even remotely talking of the basic principles of color mixing here. People change with time, things change with time, leaving you with no other option but to change yourself too, which is actually good, considering the fact that old habits die hard. But the only setback here is that life tutors you the toughest of its lessons during, umm...well, during the toughest period of your life. Here again, it’s all for the good, ‘cause tougher the experience, better is the lesson going to be etched in those gray cells high above along with some aid from those blood filled chambers (for all you non-bio students, that would be your brain and heart!) So basically the point I am trying to arrive at is quite simple. During your tough times, have an open mind, and keep reminding yourself that God has special plans for you, that even in your trying times, He’s just trying to make you see the bigger picture, the one He’s painting specially for you, with the most beautiful of shades. Oh! This yet again brings us back to colors, the life of this very column!