



# ITIHAS



(IT Is Happening At SASTRA)

Vol. 9 III Quarter 2009

Newsletter from SASTRA UNIVERSITY



Message from

**VICE - CHANCELLOR**



“Let noble thoughts come to us from every direction,” says the Veda. True to this adage, SASTRA University keeps an open mind in providing opportunities of learning to the wards entrusted to its care. SASTRA values national and international partnerships - both academic and industrial. Following this approach over the years, SASTRA has signed MoUs with Deakin University, Australia and University of Leicester, UK for collaborative research and teaching, during this quarter. We always see that the objectives of such partnerships are fulfilled, by taking proper follow-up action. In continuation of our MoU with Swiss German University, nine of our final year B. Tech. students have been sent to Soest, Germany in September 2009 to undergo four-month internship training in industries. Yet another MoU has been signed with National Institute of Siddha, Government of Tamil Nadu, to collaborate in teaching and research.

The Council of Scientific & Industrial Research (CSIR), New Delhi has recognized SASTRA as an Open Source Drug and Discovery Centre. M/s. WIPRO Technologies has accredited SASTRA as a trusted academic partner in August 2009. It is heartening to note that the School of Chemical & Biotechnology has retained its first position this year too in the all India ranking by *Biospectrum* magazine.

M. Tech. in Advanced Manufacturing offered jointly by SASTRA and Lucas TVS was launched on 30<sup>th</sup> July 2009. *Colosseum '09*, the national level sports meet was organized at SASTRA in August 2009. Fourteen of SASTRA faculty members have completed their Ph.D. during this quarter. SASTRA's cultural team has won the overall championship in the cultural contest conducted by CMC, Vellore. This issue of *ITIHAS* features all these and many more.

As the Silver Jubilee year is drawing to a close, efforts are afoot to give a fitting finale to the year long celebrations.

*Prof. R. Sethuraman*  
Vice-Chancellor

## M. Tech. IN ADVANCED MANUFACTURING LAUNCHED

M. Tech. course in Advanced Manufacturing offered jointly by SASTRA University and Lucas TVS, was launched on 30<sup>th</sup> July 2009. Launching the course, Shri N. Ravichandran, Chief Executive Officer, Lucas TVS said that India will emerge as the manufacturing hub of the world in the years to come. This was why major automobile manufacturers such as Ford and Hyundai are setting up base in India. In the field of information technology and electronics many foreign companies are focusing on India.

Mr. Ravichandran said Lucas TVS is interested in producing quality engineers and associating with premier educational institutions to offer such courses. It had set up the Advanced Manufacturing Cell in Indian Institute of Technology, Chennai and the Centre for Quality at Anna University, Chennai. Now it has entered into a memorandum of understanding (MoU) with SASTRA University to offer a postgraduate course and the objective of this programme is to come up with good manufacturing engineers. The course would incorporate world-class practices with emphasis on total quality



Prof. R. Sethuraman, Vice-Chancellor, SASTRA (left), handing over the MoU to Shri N. Ravichandran, Chief Executive Officer, Lucas TVS.

management. Mr. Ravichandran signed the MoU with our Vice-Chancellor Prof. R. Sethuraman.

Our Vice-Chancellor, while thanking M/s Lucas TVS for partnering with SASTRA, explained that this programme will also accommodate employees from M/s Lucas TVS. Experts from Lucas TVS will also be a part of the teaching faculty for this programme. Fifteen students have joined the programme for the academic year 2009-10.

## MoU WITH DEAKIN UNIVERSITY

SASTRA University signed a Memorandum of Understanding (MoU) with Deakin University, Australia, for collaborative research and teaching. The MoU was signed by Dr. S. Swaminathan, Dean - Sponsored Research and Director - Centre for Nanotechnology & Advanced Biomaterials (CeNTAB), SASTRA and Prof. Peter Hogdson, Director of Research, Deakin University, on 28<sup>th</sup> July 2009.

The MoU provides scope for the final-year B. Tech. and M. Tech. students to work on various research projects as part of their academic internship at the Institute of Technology, Research and Innovation, a separate research-intensive group within Deakin University. Scholarships will also be offered to students based on merit, field of study and the project selected for the internship.

Apart from student research projects, the Research Units at SASTRA and Deakin University have identified various projects of mutual interest which shall be carried out in a collaborative manner.

## MoU WITH UNIVERSITY OF LEICESTER

SASTRA University signed an MoU with UK based University of Leicester (UoL) on September 17, 2009 to promote collaborative research, teaching and student exchange. The MoU was exchanged between Dr. S. Swaminathan, Dean – Sponsored Research and Director – Centre for Nanotechnology & Advanced Biomaterials (CeNTAB) and Dr. Michael Green, Director, International Office of the University of Leicester.

Based on visits made by Dr. Michael Green and Dr. Chris Cane earlier during this year, a mutual desire to conduct collaborative research in Life Sciences and other areas of engineering emerged. The visiting team from UoL was immensely satisfied with the quality of students, infrastructure and faculty and expressed their desire to sign an MoU with SASTRA. The MoU provides scope for final year B.Tech. students to visit UoL as part of SASTRA's Semester Abroad Programme, besides engaging in joint teaching and research programmes.



Dr. S. Swaminathan and Dr. Michael Green exchanging the MoU copies

## MoU WITH NATIONAL INSTITUTE OF SIDDHA

SASTRA University signed an MoU with the National Institute of Siddha (NIS), Govt. of Tamil Nadu, to collaborate in teaching and research projects identified by both CARISM-SASTRA and NIS. The MoU enables NIS to register Ph.D. students in SASTRA.

SASTRA students and faculty members can utilize the resources of NIS in both pre-clinical and clinical research. NIS is planning to associate with SASTRA by this MoU to carry out clinical research for all those patented studies of CARISM on Siddha formulations.

Research projects relevant to industries may be undertaken jointly by CARISM-SASTRA and NIS with industries for both pre-clinical and clinical research. The MoU allows CARISM-SASTRA and NIS to submit joint research proposals to various funding agencies.

Dr. S. Boopathiraj, Director, National Institute of Siddha signed the MoU at SASTRA on July 3, 2009.



Our VC with Dr. S. Boopathiraj after signing the MoU.

## CSIR RECOGNITION FOR SASTRA

SASTRA University has been recognised as an Open Source Drug Discovery Centre by the Council of Scientific & Industrial Research (CSIR), New Delhi.

This initiative of CSIR is to create affordable health care by providing a global platform where the best minds can collaborate and solve a variety of complex problems by discovering novel therapies for neglected tropical diseases like malaria and tuberculosis. The Centre for Advanced Research in Indian System of Medicine (CARISM), the Centre for Nanotechnology & Advanced Biomaterials (CeNTAB) and the Bioinformatics Department of SASTRA University will be working together to be a part of this unique opportunity for the faculty and students with diverse expertise to work for a common cause.

The use of TIFAC-CORE in Advanced Computing and Information Processing and the School of Chemical & Biotechnology expertise will provide coherent synergy in building a successful model in this unique attempt to provide affordable health care.

## ENGINEERS' DAY CELEBRATED

42<sup>nd</sup> Engineers' Day was celebrated at SASTRA University under the auspices of Tiruchi Local Centre of the Institution of Engineers (India) on 15<sup>th</sup> September 2009. Prof. R. Sethuraman, Vice-Chancellor, SASTRA presided over the function. In his speech he lauded the services rendered by late Sir M. Visveswaraya whose birthday is celebrated as Engineers' Day.

Shri S. Mani, Senior Vice-President, Orchid Chemicals and Pharmaceuticals Ltd, delivered the theme address on 'Engineering Solutions to Combat Climate Change'.

Shri Mani said that our dependency on carbon-based fuels had resulted in a rapid increase in the concentration of green house gases and the outcome is global warming.

The 'Best Engineer Award' was presented to Dr. M. Chidambaram, Director, National Institute of Technology, Tiruchi (NIT-T). Shri R. Kumar, Chairman, Tiruchi Local Center, Institution of Engineering (India), presented the award.

The Institution of Engineers (India) conducted various competitions for the members of the Students' Chapters of various engineering colleges and technician chapter of IEI and prizes were distributed to the winners. A portrait of Sir M. Visvesvaraya was garlanded on the occasion.



## INTERNSHIP IN GERMANY

In continuation of our successful efforts under the MoU with Swiss German University, the following final year B.Tech. students have been sent to Germany to pursue their four month internship training from September 28, 2009 to January 29, 2010 at Soest, Germany:

Chi. Manoj Krishnan - Mech. Engg.; Chi. P. Harish Kalyanram - Mech. Engg.; Chi. Vikram Parthasarathy - IT; Chi. A. Prasanth - IT; Chi. Souvik Roy - ICT; Chi. Parvathareddy Abhinav - EIE; Chi. S. Sreekrishna - EEE; L. Kmu. Shenbagavalli-CSE; Chi. Vasudha Varadan - CSE.



## WIPRO ACCREDITS SASTRA

M/s Wipro Technologies has accredited SASTRA University as a “Trusted Academic Partner”.



## SASTRA'S BIOTECH SCHOOL RETAINS No.1 NATIONAL SPOT

The School of Chemical & Biotechnology of SASTRA University, Thanjavur, has been ranked the No.1 Private Biotech School in the country by *Biospectrum*, the country's Leading Biotechnology magazine. The School has retained its Numero Uno position, which it got in 2008.

The ranking was based on an independent survey conducted based on four parameters-*infrastructure, faculty, industry interaction and placement*. With a score of 100, SASTRA's Biotech School was clearly ahead of the 2<sup>nd</sup> ranked institute whose score was 84. SASTRA's Biotech School secured top scores in infrastructure and faculty and was placed in the top five in the other two parameters. This achievement demonstrates the rapid strides that the Biotech School at SASTRA has been making supported by a clear vision for the future. After establishing the Chemical Engineering Department in 1994, SASTRA started its Biotechnology initiative in 2002 after which its research focus was on Nanotechnology through its Center for Nanotechnology & Advanced Biomaterials (CeNTAB).

Apart from this, the School of Chemical & Biotechnology engages in research in the area of Indian System of medicine, Herbometalic studies, Bioinformatics and other multi disciplinary studies. This achievement is a testimony to its constant focus on building a world class infrastructure, ably supported by a dedicated and highly motivated research faculty.

The graduates of the Biotech School of SASTRA have won laurels in various fields and are engaged in academic pursuits at premier institutes like Royal Imperial College, University of Pennsylvania, National University of Singapore, Indian Institute of Science etc. It is also noteworthy to add that the Biotech Park at SASTRA won the Indian Institute of Architect Award for the best design in the academic category for the year 2008.

### BioSpectrum Top 20 Private Biotech Schools

Name of the Institute	City, State	Faculty Score	Industry Interaction Score	Infrastructure Score	Placement Score	Overall Score	Rank
Sastra University	Thanjavur, Tamil Nadu	66.91	27.27	60.97	66.84	100.00	1
Jaypee University of Information Technology	Solan, Himachal Pradesh	40.09	52.81	67.35	26.31	84.02	2
Jaypee Institute of Information Technology	Noida, Uttar Pradesh	38.69	31.62	38.13	17.55	60.25	3
Amity Institute of Biotechnology	Noida, Uttar Pradesh	64.11	1.44	39.75	40.41	58.71	4
SRM University	Chennai, Tamil Nadu	20.42	27.79	42.87	33.41	55.35	5
Vidya Pratishthan	Pune, Maharashtra	28.33	7.62	27.45	21.93	38.07	6
The Oxford College of Science	Bangalore, Karnataka	31.79	0.02	30.98	43.30	31.49	7

## COLOSSEUM'09

COLOSSEUM '09, a premier national level sports meet, organised by SASTRA University got off to a colourful start on 27<sup>th</sup> August 2009. This 4-day event saw the participation of 29 institutions totalling more than 1,000 students fighting for laurels in various games including cricket, volley ball, chess, badminton, basket ball, best physique, table tennis, etc. The prominent winners in various games included St. Joseph's College of Engineering, Sathyabama University and SRM University. SASTRA University won the team prize for Best Physique.



Shri K. Shrikkanth, Former Indian Cricket Team Captain and Chairman, National Selection Committee, delivered the valedictory address and distributed the prizes. While delivering the valedictory address, Shri K. Srikkanth stressed the importance of self-belief for a sports person, highlighting the motivational words of Shri N. Kapil Dev, the then Indian Cricket Team Captain at the team meeting before the first match of the Cricket World Cup 1983, and its subsequent influence on the members of the team enabling them to attain glory at the tournament. Citing examples of successful sportsmen, the Chairman of National Selection Committee asserted the impact of positive attitude on oneself and that of opponents in all walks of life. He also added that passion is of paramount importance to achieving long-term successes. Lauding SASTRA University for organizing this mega event, he brought out the tangible benefits of sports which included an opportunity to make friends, analyze one's performance and build personality. He also emphasized on the values of Determination, Devotion and Discipline for the success of an individual and that of a team.



Sri K. Shrikkanth and Dr. S. Swaminathan with the winners

Dr. S. Swaminathan, Dean – Sponsored Research & Director – Centre for Nanotechnology & Advanced Biomaterials (CeNTAB) welcomed the gathering. Shri V. N. Varadharajan, Sports Coordinator, SASTRA University, proposed the vote of thanks.

## SASTRA CULTURAL TEAM BACK WITH A BANG

The moment the curtains for PEGASUS '09 held in July 2009, opened up at CMC, Vellore, there was no stopping for the cultural team of SASTRA, which walked away in style winning the overall championship trophy in this inter-college cultural competition.

SASTRA's cultural team scored an overall 235 points with its nearest competitor Pondichery Institute of Medical Sciences at a far 115 points. Over 60 colleges from various parts of the country participated in this cultural extravaganza which saw more than 1500 students converging at CMC, Vellore. SASTRA's English Literary, Music, Fine Arts and other teams registered thumping wins in almost all the major events.



Our winning team with the trophy

## SEMINAR ON CAREER IN THE ARMED FORCES

A seminar on 'Career in the Armed Forces' was conducted by the Department of Training & Placement, on September 9, 2009. Dr. V. Badrinath, Dean (T & P) presided and set the stage for the seminar by remarking that the Armed Forces is the only sector that is insulated from global recession. He further reminded the participants that a career in defence forces always brings quick reward and recognition like no other sector does.

Col. Chetan delivered the inaugural address and made an impressive presentation on the scope for personality development in National Cadet Corps. He remarked a career in armed forces would not only ensure quick career growth but also a life with enormous dignity and self-respect.

Lt. Col. Sanjay Anand made a presentation on the career opportunities for engineers in Indian Army and Navy Commander R. S. Rao spoke on the various career options for engineers in Indian Air Force. More than 200 students participated in the seminar.



## TCS BEST STUDENT PROJECT AWARD

Chi.Venkata Madhav Kotha, Chi.Upendar Bathula and Chi. Ravikiran Kunapa Reddy of final year CSE received the Best Student Project Award instituted by M/s Tata Consultancy Services at a function held at SASTRA on 28<sup>th</sup> August 2009.

Mrs. Hema Gopal, Vice President, TCS and Pattabiraman Krishnaswamy, Head, Accreditation Process for South India, TCS participated in the function and gave away the awards. The winners were presented with a gold medal each and cash prize of Rs. 10,000 shared by the three.

Shri Pattabiraman Krishnaswamy in his address said that SASTRA university has been accredited as an A

grade institution by TCS. TCS has awarded this rank only to 14 other colleges/universities in India. Mrs. Hema Gopal gave many valuable tips to the students on the latest placement strategies of TCS. She also spoke on how to do a project.



The awardees with the dignitaries

## LECTURE ON CONSTITUTIONAL LAW

A special lecture on "Constitutional Law" was organized by the School of Law on 23<sup>rd</sup> September 2009. Shri G. Rajagopalan, Senior Advocate, Madras High Court, Chennai delivered the lecture.

It was an enlightening experience to hear Shri. G. Rajagopalan, an authority on Constitutional Law who is the younger brother of Late Shri G. Ramaswamy,



Shri S. Rajagopalan delivering the lecture

Former Attorney General for India. Shri Rajagopalan presented an overall view of the administrative relations of the Union with the States, the significance of the Fundamental Rights and the practical aspects of legal practice in a vivid manner. He briefed the various challenges the lawyers may face in future.

In another guest lecture organized on 12<sup>th</sup> September 2009 Shri V. Ramamurthy, Principal District and Sessions Judge, Karur spoke on "Professional Ethics." He said that the need of the hour is to promote the ethics in legal profession for which the legal education in law colleges is to be regulated and revised. Mere academic knowledge does not make good lawyers and adhering to professional ethics alone will make them good

Ph.D. AT SASTRA

SASTRA is proud to announce that thirteen of our faculty members cleared their Ph.D. viva-voce programme during this quarter.



**Dr. K. Sridhar**

Professor, School of Computing

**Title:** Performance Analysis of Cryptography Algorithms in Software and Reconfigurable Hardware

**Supervisor:** Dr. T.R. Sivaramakrishnan, Dean Research, School of EEE



**Dr. R. Jayapradha**

Asst. Professor, School of Chemical & Biotechnology

**Title:** Screening of Biologically Active Secondary Metabolites from Streptomyces Kollis Nov sp

**Supervisor:** Dr. S. Murugesu



**Dr. G. Venkatraman**

Sr. Assistant Professor of English

**Title:** Developing a Set of Competencies for Teachers of English in Engineering Colleges

**Supervisor:** Dr. P. Prema, Dean, Faculty of Education, Alagappa University, Karaikudi



**Dr. R. Gowri**

Asst. Professor of Mathematics

**Title:** Cech Closure Spaces and BiCech Closure Spaces

**Supervisor:** Dr. K. Chandrasekara Rao, Professor, School of Humanities & Sciences



**Dr. V. Ponnusami**

Sr. Assistant Professor, School of Chemical & Biotechnology

**Title:** Studies in Removal of Textile Dyes from Synthetic and Industrial Effluents Using Low Cost Adsorbents

**Supervisor:** Dr. S.N. Srivastava, Registrar, SASTRA University



**Dr. M.V. Judy**

Asst. Professor, School of Computing

**Title:** Solution to the Protein Folding Problem Using Evolutionary Algorithm

**Supervisor:** Dr. K. Murugesan



**Dr. R. Krishna Prasad**

Assistant Professor, School of Chemical & Biotechnology

**Title:** Studies on Decolorization of Molasses Distillery Spent Wash

**Supervisor:** Dr. S.N. Srivastava, Registrar, SASTRA University



**Dr. R. Prasanna Kumar**

Sr. Asst. Professor, School of Civil Engg.

**Title:** Delay Studies at Signalised Urban Intersections Under Heterogeneous Traffic Conditions

**Supervisor:** Dr. G. Dinakaran, Professor, School of Civil Engg.



**Dr. A. Uma Makeswari**

Professor, School of Computing

**Title:** Dynamic Visual Computing in Engineering Applications

**Supervisor:** Dr. A. Rajaram, Visiting Professor, IIT, Chennai



**Dr. S. Thilagavathi**

Sr. Asst. Professor, School of Civil Engg.

**Title:** Strength Characteristics and Chloride Resistance of Concrete with Mineral Admixtures

**Supervisor:** Dr. G. Dinakaran, Professor, School of Civil Engg.

## Ph.D. AT SASTRA



### Dr. S. Muruganandam

Sr. Asst. Professor, School of Mechanical Engg.

**Title:** Optimization on Workpiece Location and Machining Parameters for Hexapod Machine Tool

**Supervisor:** Dr. S. Pughazhendi, Professor, School of Mechanical Engineering



### Dr. R. Muthaiah

Sr. Asst. Professor, School of Computing

**Title:** Novel Techniques for Image Compression

**Supervisor:** Dr. K. Neelakantan, Director, NEC Singapore (P) Ltd., Bangalore.



### Dr. P. Madhava Sarma

Sr. Asst. Professor, School of EEE

**Title:** Model Identification and Control of Linear and Non-Linear Process and Transportation Lag

**Supervisor:** Dr. S. Sundaram, Professor, School of EEE

*Apart from our faculty members, 9 other external part time Ph.D. Scholars who registered for Ph.D. at SASTRA have also got their Ph.D. during this quarter.*

## Ph.D. BY FACULTY



**Dr. M. Lakshmi Bala**, Assistant Professor, School of Management obtained her Ph.D. titled "A study of Readymade Garments Industry in Tiruppur District, Tamil Nadu" from Bharathidasan University in August 2009.

## MICROCONTROLLER LAB FOR EEE DEPT.

A new state-of-the-art Microcontroller Lab has been set at the EEE Department at the cost of Rs. 8.9 lakhs. The lab, equipped with 11 Pentium 2.4 GHz PCs, 12 ESA make 8051 trainers, a set of Interface Modules and 4 Keil Model MCB, 51 Single Board Computers with supporting license software, caters to the training needs of the VII Semester B.Tech. EEE students.



## SCORE

SASTRA Community Outreach Programme (SCORE) 2009-10, comprising 139 student groups with 1609 VII semester B.Tech. students has been started in this academic year. They are involved in various outreach projects like creating Road Safety Awareness, Environmental Awareness, conducting Medical and Dental Camps, Career Counseling etc.

SCORE was formally inaugurated on 10<sup>th</sup> August 2009 by Shri Palam Kalyanasundaram, noted social worker and founder of the PALAM Organization. He stressed on the need to serve the poor and unfortunate children and the importance of serving in villages to develop India. At the inaugural function, prizes were given to children from orphanages and blind school in the competitions that were held in their premises by the SCORE group students. The Inner Wheel Club president of Trichy District, Mrs.Ushadevi Sudhakar also participated in the inauguration.



Shri Palam Kalyanasundaram distributing prizes to inmates from orphanages

## ROAD SAFETY AWARENESS

The SCORE students in association with Trichy City Police organized an awareness campaign stressing on the importance of the use of helmets in



Trichy on 19<sup>th</sup> July 2009. Trichy City Commissioner of Police Mr. Karuna Sagar inaugurated the programme and Dr. V. Badrinath, Dean, Training & Placement spoke on the necessity of following road safety norms during the occasion. The students distributed handbills on important traffic points in the city. The students also launched an e-mail and SMS campaign to spread the message.

## GREEN SASTRA PROJECT

The Green SASTRA Project was launched on 17<sup>th</sup> August 2009 by Shri M. B. Nirmal, Founder Chairman –

Exnora International. A campus greening drive was launched by SCORE students and 120 saplings were planted in various locations in the Campus.



## DENTAL AWARENESS CAMP

A group of final year students of B.Tech. (Information Technology) organized a dental awareness programme and a seminar for school students in coordination with the Indian Dental Association, Trichy, on August 5 & 6, 2009.

As part of their project, the students organized the camp at RC School, Butterworth Road, Trichy.

Dr. Rajavelu, Dr. Maheswari and their team screened nearly 600 students and provided them treatment during the camp.

## LAURELS IN BSNL CULTURAL MEET

Chi. M. Ramakrishnan, II B.Tech. Mechanical Engg. won the II Prize in the Violin contest at the 9<sup>th</sup> All India BSNL Cultural Meet held at Nasik, Maharashtra from 15<sup>th</sup> to 18<sup>th</sup> September 2009.



## EXHIBITION ON INDIAN FOOD, ART & CULTURE

As part of our 62<sup>nd</sup> Independence Day Celebrations, MBA students of Tourism & Hospitality specialization organized a mega event “Mera Bharath – Indian Food, Art and Culture” at our Campus on 15<sup>th</sup> August 2009. Shri K. Elangovan, Tourist Officer, Thanjavur inaugurated the event.

Students of various catering colleges in the state participated in the cooking contest and prepared food depicting different Indian State tradition. Students of SASTRA participated in the Costume and Dance competition depicting various State Culture.



Leading Hotels & Restaurants from Trichy and Thanjavur had exhibited their stalls and served delicious Indian State Tradition food to approximately 3000 students who participated during the event. Tata Docomo was the title sponsor and Suriya FM, Cauvery Times were the media partners.



## THOMAS COOK CLUB AT SASTRA

The School of Management, SASTRA takes pride in being the first B-School in Tamil Nadu State to introduce Tourism and Hospitality Management as an elective paper in the MBA programme, considering the huge employment potential in this industry.

The students of Tourism & Hospitality elective have formed the “Thomas Cook Club”. Mrs. Faith Pandiyan (New Zealand) Director, Indian Panorama, one of the leading inbound tourist operators of India, based at Trichy, inaugurated the club and delivered a lecture on “Tourist's experience in India” on 6<sup>th</sup> July 2009. Shri. Pandian, Director, Indian Panorama spoke on the topic “Growth and Scope of Indian Tourism Industry.” He appreciated SASTRA for its innovative approach to support Tourism industry, which needs duly qualified and knowledgeable human resources.

## BIRTH OF “SAHITHYA”

SAHITHYA, an association of B. Com. (Computer Application) students was newly formed this year. Shri P. S. Hameed DGM, (Finance) BHEL & Former Chairman of South Regional Council ICWAI, inaugurated the association on 29<sup>th</sup> July 2009. He also delivered a lecture on “Promising Careers for Commerce Graduates”.



## BEST PAPER AWARD

Ms. K. Subathra, Assistant Professor, School of Biotechnology, received the Best Oral Presentation Award for her research paper titled “Counter extraction of amylase by aqueous two phase poly (Ethylene Glycol) Phosphate system,” she presented at Chemference '09, the Annual Research Symposium conducted by the Department of Chemical Engineering, IIT, Madras on 22<sup>nd</sup> and 23<sup>rd</sup> August 2009.



## SEMINAR ON FOSTERING ENTREPRENEURSHIP

A one-day seminar on “Fostering Entrepreneurship – The Role of Government Agencies” was organised by the Entrepreneurship Development Cell, School of Management, SASTRA on 3<sup>rd</sup> August 2009, for the students of Engineering colleges in the state.

Dr. S. N. Srivastava, Registrar, SASTRA who inaugurated the seminar emphasized the significance of entrepreneurship workshop in the context of global economic meltdown.

Shri K. Balasubramaniam, CEO, Creative Management Consultancy, Trichy, spoke on “Success Blueprint for Budding Entrepreneurs”. Shri D. Solomon Jeyaraj, District Development Manager, NABARD, Trichy, discussed the “Financial Inclusion & the Role of Banks”.

Shri N. Anbazhagan, Assistant Director, District Industries Centre, Thanjavur, deliberated on “Nurturing Entrepreneurship & the role of District Industries Centers”.

Shri G. Sathya Narayana, Senior Manager, Staff Training College, Indian Overseas Bank, Thanjavur spoke on “Role of banks in financing projects for women entrepreneurs”.

Shri Shanmugavel Raja, Financial Consultant spoke on “Project Appraisal - the process at IDBI”.

121 students from 10 engineering colleges attended the seminar. The programme gave the participants wide exposure on a range of issues relating to entrepreneurship and how they can become successful entrepreneurs and be “Job-Givers” in our country.



Dr. Thiyagarajan, Dean, Mechanical handing over the certificates

## SEMINAR ON ENTREPRENEURIAL DEVELOPMENT

A one-day seminar on the “Scope for Entrepreneurial Development in Thanjavur District” was organised by the Entrepreneurship Development Cell on 4<sup>th</sup> August 2009. Prof. S. Ananthapadmanaban, Dean, School of Civil Engineering inaugurated the seminar. One hundred and twenty students from eight polytechnic colleges participated in the programme. Dr. Raja Muthurulandi, Secretary, Productivity Council, Trichy, participated in the valedictory function and addressed the students.

## SELF EMPLOYMENT TRAINING FOR RURAL WOMEN

ED cell of SOM organized a one-day training on 29<sup>th</sup> August 2009, for the rural unemployed women belonging to Mappillai- Nayakkanpatti village, near Thanjavur. Methods of producing cottage products like candle, dhoop sticks, soap powder, cleaning powder, phenol, floor cleaning acid, soap oil were demonstrated by Shri Ramalingam, a professional trainer from Trichy.



## ONAM AT SASTRA

SASTRA with its national student community celebrated Onam in the traditional Kerala style. Onam is celebrated for the welfare of the community at large. On the occasion, students from Kerala and other Malayalam speaking students and faculty welcomed king Mahabali with floral designs and offered special prayers at the Sri Ganapathy temple at the campus. They also prepared Onam Sadya a traditional delicacy and served to all.



## NIPM SASTRA GROUP FORMED

The National Institute of Personnel Management (NIPM) is an all India body of professional managers engaged in Personnel Management, Industrial Relations, Labour Welfare Training and HRD in India.

The School of Management, SASTRA has formed the first chapter of NIPM in an institution. The aim is to bring together faculty members, students, researchers, HR Consultants and HR Officials serving in Educational and Industrial organizations of Thanjavur, Tiruvarur, and Nagapattinam Districts of Tamil Nadu. It gives members a chance to establish valuable contacts with fellow members, exchange ideas and information in the field of HRM and industrial relations and represent issues of common concern at local, national and international forums.

NIPM - SASTRA group was inaugurated on 20<sup>th</sup> August 2009 by Lt. Gl. M. C. Bhandari, Former Chairman Uttarakhand Public Service Commission, Chairman Sapphire Techno Services. Shri Babu Rao, Director (Personnel) Neyveli Lignite Corporation, Shri A.R. Ramachandran, Founder Secretary of NIPM Trichy, Shri Prasanth, Personnel Manager, G. R. Edge.com, Secretary, NIPM, Trichy Chapter and Personnel Manager of Rane Power Steering, Shri Srinivasan, Personnel Manager, Sanmar Engg. Ltd., Shri Christian, Treasurer, NIPM Trichy, Shri M. Dharmarajan, Retd Dy. Labour Commissioner also attended the function.



Lt. Gl. M. C. Bhandari inaugurating NIPM SASTRA Group

## ENGLISH PLAY ENACTED

Pedagogy is not to be restricted within class rooms and this was demonstrated at the School of Management on 28<sup>th</sup> Sept '09 through an English Play titled “It Happened in India” depicting the life story of Shri Kishore Biyani, Chairman Future Group. This programme was to highlight the successful Management Principles to be followed by the budding Managers. Shri B. Balasubramanian, Asst. Professor, School of Management along with 27 Management Students staged this play.

## STATE LEVEL SEMINAR FOR TOURIST GUIDES

The School of Management organized a two-day seminar on “Skill Development for Image Builders of India” a unique programme for Tourist Guides and students on 11<sup>th</sup> & 12<sup>th</sup> September 2009.

The seminar was inaugurated by Prof. M. Sankaran, Director, Bharathidasan Institute of Management, Trichy. Eminent speakers in the respective fields delivered lectures on the following topics:

- Dr. R. Kalaikovan - Chola Monuments
- Shri T. R. Sasi Varier - Ayurveda: A Tourist Attraction
- Prof. G. Balakrishnan - Communication & Marketing Skills
- Dr. N. Seshadri - Greatness of Tamil Language and Culture
- Dr. R. Krishnamurthy - Pallava Monuments: Historical Lessons
- Shri Ponllango - Traditional Indian Foods
- Prof. M Arumairaj - Eco Tourism
- Shri S. Rengarajan - Tourist Psychology and Behavior

Shri J. Ramanan, Consulting Architect & President, Science & Adventure Club, Trichy delivered the valedictory address and issued the participation certificates to the tourist guides and students. About 100 guides from 23 districts and 35 students participated in the two-day seminar.

The South Zone Cultural Centre, Thanjavur sponsored an exclusive dance programme by the cultural teams of Orissa and Gujarat in the SASTRA Campus on 11<sup>th</sup> September 2009.

The Tamil Nadu Tourist Guides Association members thanked SASTRA University and the Management for taking the initiative to conduct the seminar.



Dignitaries on the dias during the state level seminar for tourist guides

## NSS ACTIVITIES AT SRC

The staff of SRC donated 30 units of blood to the Blood Bank of District Headquarters Government Hospital, Kumbakonam on 19<sup>th</sup> June 2009 and also got their blood group identified. Dr. Mohindeen Batcha, assisted by a technical team, conducted the camp organized by the NSS units of SRC.

One hundred and one units of blood was donated by the NSS volunteers on 26<sup>th</sup> August 2009 to the Hospital. Identification of blood group was also made for 200 students during the camp.



One hundred and six NSS volunteers were deployed for crowd regulation on 1<sup>st</sup> July 2009 at Kumbakonam Town for Car Festival of Arulmigu Sarangapani Temple.

Around 150 NSS volunteers regulated the crowd at Arulmigu Aadi Kumbeswaran Temple during Navarathri Festival days from 19<sup>th</sup> September 2009 to 26<sup>th</sup> September 2009.

A team of professionals headed by Shri R. Mohan, Station Officer, Department of Fire Fighting & Rescue Operations at Kumbakonam demonstrated various measures adopted to fight out fire. The professionals also taught the students how to handle the fire extinguishers kept at various places in the centre.

Dr. Lalitha Kumari delivered a lecture on “Eye Care Management” on 3<sup>rd</sup> August 2009.



The NSS Units organized a “Swine Flu Awareness

Campaign” on 28<sup>th</sup> and 29<sup>th</sup> August 2009 at Sakkotati, Maruthanallur, Karuvalercheri, Thippirajapuram, Madakudi, Andithoppu, Thillayambur Visaloor and other villages in Kumbakonam Taluk. Pamphlets on prevention and eradication of Swine Flu were also distributed.



## NCC PRE-COMMISSION TRAINING

SASTRA University sponsored NCC Caretaker Shri T. Senthilnathan of Srinivasa Ramanujan Centre for the Pre-Commission Course (NCC ANO Training) at OTA, Kamptee, Nagpur from 13<sup>th</sup> July to 10<sup>th</sup> October 2009. He underwent army training for 90 days on various aspects like physical training, weapon training & firing, map reading, field craft & camp craft, instructional ability, etc. He had completed the course successfully with 'A' Grade and achieved 5<sup>th</sup> position out of 70 trainees from all over India.



Officer Cadet T. Senthilnathan explaining the ways to clear the stoppages in 7.62mm SLR during instructional ability class held in the course of the camp.

## ASSOCIATION ACTIVITIES

The Activities of 'GENECHEM', the Association of the Department of Chemistry and Bio Sciences were inaugurated on 8<sup>th</sup> September 2009 by Dr. N. Dhakshinamoorthy, Professor and Head, Department of Soil Science, Tamil Nadu Rice Research Institute, Aduthurai. In his inaugural address he insisted on the need for creating a platform for the students to carry out their research in the field of Science.



The Association also invited Dr. P. R. Padma, Professor, Department of Biochemistry & Biotechnology, Avinashilingam University for Women, Coimbatore to deliver a lecture on "Cancer Biology" on 11<sup>th</sup> September 2009. Dr. V. Amalan Stanley, Senior Scientist, Orchid Research Laboratories Ltd., Chennai delivered a lecture on 'Drug Safety Evaluation for Human Trials' on 29<sup>th</sup> September 2009.



'Kalamalika', the Fine Arts and Cultural Club was inaugurated on 30<sup>th</sup> September 2009. Shri Devi Prasath, a noted violinist performed on the

occasion. The students of SRC staged a cultural show.

The club also hosted a cultural programme by South Zone Cultural Centre on 12<sup>th</sup> September 2009. Cultural troops from Orissa and Gujarat performed classical and folk dances.



Chi. G. Ramachandran, a student member of Kalamalika bagged the Star-Singer award in the seasons' contest held by New TV on 3<sup>rd</sup> October 2009.

## COM-MAN FORUM Inaugurated

COM-MAN FORUM, the Association of the Department of Commerce and Management Studies was inaugurated on 12<sup>th</sup> August 2009. Shri K. Venkataramani, Senior Manager, City Union Bank Ltd., Kumbakonam spoke on "Business: A Gold Mine".



### Rotaract Activities

Twenty Rotaractors cleaned Vepathur Veetrirundha Perumal Temple and Sri Kailasanathar temple on 15<sup>th</sup> August 2009. Shri G. Sethuraman, the Co-ordinator of Rotaract Club organized the programme.



The Rotaract Club of SRC- SASTRA invited Dr. R. Palanivel on 17<sup>th</sup> August 2009 to give a lecture on 'Swine Flu'.

**ELPOWER**, the Association of Electrical & Electronics Engineering and Department of Physics was inaugurated on 4<sup>th</sup> August 2009 by Shri S. Balasubramaniam, Chief Manager, Power Grid Corporation of India Limited, Karaikudi. Attempts are being made to maintain uniformity in the connection and distribution of electric power throughout the country, said the Chief Guest in his inaugural address. He further advised the EEE and ECE students to visit Power Grid Corporation of India in order to update themselves with the latest technological advancements made in the field.

Shri M. Chandran, Asst. Divisional Engineer TNEB, gave a lecture on Construction and Accessories of Power Transformers on 26<sup>th</sup> August 2009 and



Shri A. D. Thirumoorthy, DGM, Tamil Nadu Dev. Agency, Ministry of Energy, spoke on "Focus on Wind Power Generation in Tamil Nadu" on 10<sup>th</sup> September 2009.

### Inauguration of 'EXACT'

Shri G. Rama Subramaniam, Senior Manager, Data Warehousing and Communications, Cognizant Technologies Solutions, Chennai inaugurated the activities of EXACT, an association of the Department of Computer Science and Information Technology on 7<sup>th</sup> September 2009 and



delivered a lecture on "Top 10 IT Trends Recommended by Gartner".

The association also arranged a lecture on "Brilliant Students to Outstanding Professionals" by Shri Seshadri Ramaswamy, Tata Consultancy Services, Chennai on 11<sup>th</sup> September 2009 and on 1<sup>st</sup> October 2009 Shri M. Ramadoss, Consultant NRCFOSS Chennai delivered a lecture on Introduction to Virtualization.

### TEACHERS DAY CELEBRATIONS

The School of Education celebrated 'Teachers Day' on 5<sup>th</sup> September 2009. Dr. R. Kaliaperumal, Director, Academic Staff College, Bharathidasan University, Trichy



highlighted the achievements of Dr. S. Radhakrishnan as a teacher and a philosopher. Twelve students and teachers presented papers on various topics related to the life and works of Dr. S. Radhakrishnan.

### ORIENTATION PROGRAMMES

The School of Education organised an Orientation Programme for the students of first year M.Sc., B.Ed. Integrated Five Year Programme on 14<sup>th</sup> and 15<sup>th</sup> September 2009. Dr. B. Krishnamurthy, Head, Department of English, SASTRA conducted the programme.

A three-Day Orientation Programme was organized by the School for the teachers of Saraswathi Patasala Girls Hr. Sec. School, Kumbakonam on 29<sup>th</sup> & 30<sup>th</sup> September 2009.



Dr. B. Krishnamurthy addressing the M.Sc., B.Ed. Students

Dr. K. N. Sivaraman, Visiting Professor of English, SASTRA, Prof. S. A. Sankara Narayanan, Head, Department of English, SRC, and senior teachers of the school of education served as resource persons. Topics like Methodology of Teaching Prose, Poetry and Grammar were discussed.



### SCORE

Under SASTRA Community Out Reach programme, a team of IV B. Tech. Students organised a medical camp at Pattavarthy Village in which free cataract surgery was conducted to 18 people by Dr. Arutselvan, M.S., (Ophthal) Civil Surgeon, Govt. Hospital, Kumbakonam. Free spectacles were given under Govt. Scheme to the poor and needy.



### SKILL DEVELOPMENT TRAINING

B. Tech. EEE students of SASTRA numbering 22 were given hands-on training on repairing domestic appliances for a week through the ED Cell. Shri R. Senthilnathan, Shri G. Saravanamoorthi, Shri A. Muthalagan, Shri Janakiraman and Shri K. Sambasivam, faculty members of Shanmugha Polytechnic were the trainers.

### SNIPPETS FROM SHANMUGHA POLYTECHNIC COLLEGE

#### PERIYAR MEMORIAL PRIZE

The following six students have won the Periyar Memorial Prize, a cash award of Rs. 5000 each: G. Kalavathy, B. Premchand, D. Dharmaraj, Devendran, V. Ranjitha and M. Abinaya. They received the prize from the District Collector, Thanjavur on 20<sup>th</sup> July 2009.

The prize is awarded by the Govt. of Tamil Nadu to Backward Class and Most Backward Class students who score high marks in class X examination in the district and join the polytechnic colleges.

#### DENTAL CAMP

As part of the NSS Day celebrations “Oral Hygiene Enlightenment Campaign” was organized on 24<sup>th</sup> September 2009. The camp was conducted by the Mahatma Dental Education and Treatment Centre and Sherlyn Paramedical College, Thanjavur.

Dr. D. Sampath and Dr. S. Gayathri along with a medical team conducted dental check up to 300 students and staff members. Booklets on dental care were also distributed.



#### SEMINAR ON YOGA

A seminar on Yoga was organized by the NSS Units on September 10, 2009. Shri Paramanandam of Thanjai Yogalaya addressed the students and demonstrated the eight stages of Yoga.



## UPCOMING EVENTS

### International Conference on High Performance Communication Networks and Computing (HPCNC 2010)

22<sup>nd</sup> & 23<sup>rd</sup> January 2010

Organised by

**SCHOOL OF COMPUTING  
SASTRA UNIVERSITY**

Jointly with

**COMPUTER SOCIETY OF INDIA (CSI)**

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### NATIONAL CONFERENCE ON 'VEDIC AND ANCIENT INDIAN MATHEMATICS' (VAIM – 2010)

Date : 18<sup>th</sup> & 19<sup>th</sup> February 2010

Organised by:

**THE DEPARTMENT OF MATHEMATICS**

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