

# THE COMMUNIQUE

NOVEMBER 2024

ISSUE 1



## SRMIST Signs MoU with Senstornet Technologies Pvt. Ltd. for Industry Collaboration

On August 28, 2024, SRM Institute of Science and Technology's Department of Computer Science and Applications signed a strategic Memorandum of Understanding (MoU) with Senstornet Technologies Pvt. Ltd. to enhance industry-academia collaboration. This partnership focuses on fostering real-world skills among students and providing faculty with research support in fields like IoT, wireless technology, and agile methodologies.

Dr. C. Sundar, Dean S&H welcomed the gathering and Mr. Vimal Shankar Arunachalam, Director of Senstornet, presented the company's vision and expertise, emphasizing its commitment to advancing technology-driven solutions. Associate Director, Dr. K.V. Narayanan, praised the MoU as a valuable opportunity for students, encouraging Senstornet to offer internships to top talent. Dr. N. Sethuraman, Registrar, highlighted the potential for research funding and the practical benefits of closing the gap between academia and industry.

With these MoUs, SRMIST and Senstornet aim to co-create impactful projects and cultivate future-ready graduates prepared to lead in evolving tech landscapes.

## Embracing tomorrow's Leaders COMMEX '24 at SRM Ramapuram



In a world driven by innovation and entrepreneurship, today's commerce students stand at the frontier of economic transformation. SRM Institute of Science & Technology, Ramapuram, embraced this vision with COMMEX '24, an event that celebrated commerce, creativity, and leadership under the theme "The Throne of Legacy." Held on September 28, 2024, the gathering attracted over 300 students, faculty, and industry experts.

Dr. C. Sundar, Dean S&H in his presidential address emphasized the importance of fostering entrepreneurial spirit and preparing students for a dynamic business environment. Two distinguished speakers,

Ms. Pinky Rajesh, Founder & CEO of UR Choice Corporate Gifting Pvt. Ltd. and Mr. Mohammed Shariiff, founder of Shazkam, shared insights on entrepreneurship, resilience, and career growth, inspiring students to embrace unique paths in the business world.

Christ University, Bangalore, claimed the overall winner title, with SRM Kattankulathur as the runner-up, as students demonstrated their skills in events like debates, business quizzes, and green product design.

COMMEX '24 not only celebrated the talent of commerce students but also reflected SRM's commitment to nurturing future leaders ready to excel in an evolving global economy.

## Bridging Education with Industry Department of Commerce Signs Ten MoUs



Shaping the future through collaboration, SRM Institute of Science and Technology, Ramapuram, signed ten strategic MoUs on October 9, 2024, with leading organizations to enhance industry-academia integration. This initiative aims to provide students with practical exposure and real-world insights, fostering career-ready graduates.

The MoUs were signed with Vell Biscuits, Fincharted Academy, Wild Creak Studio, Connective Hearts Pvt. Ltd. (CHR Pvt. Ltd.), 9Yards, Hrudyaa Adconser Private Ltd., Vidyaua Academy, RCAS & Associates LLP, AKB & Associates LLP, and Sreya Finserv.

These collaborations promise a variety of opportunities, including internships, workshops, and hands-on training, ensuring students are well-prepared for the professional world.

At the ceremony, key insights were shared by esteemed speakers, including Mr. S. Santosh Kumar of Vell Biscuits, who highlighted the value of industry partnerships. Leaders such as Dr. J. Dhilipan and Dr. Narayan underscored how these alliances will shape academic and institutional growth. The event marks a pivotal moment in SRM's commitment to bridging education and enterprise.

## The Talkies Media Workshop 2024

The School of Media Studies, Department of Visual Communication & Film Technology at SRM Institute of Science and Technology, Ramapuram, hosted an exciting journey into the world of media with The Talkies Media Workshop 2024 on October 7 and 8, 2024, at the TRP Auditorium. This two-day workshop was a melting pot of creativity, drawing together aspiring filmmakers, students, and industry professionals to explore the art of storytelling through film.

### Day 1: A Glimpse into the Filmmaking Process

The workshop kicked off with the charismatic film director Mr. Rajesh, who took us behind the scenes of his latest film Brother. Sharing personal anecdotes and the ups and downs of his filmmaking journey, he inspired attendees with tales of perseverance and passion. His candid insights into the hurdles of working with producers painted a vivid picture of the filmmaking process and the importance of creativity.

This was followed by Mr. Richard M. Nathan, a celebrated cinematographer whose love for visual storytelling as infectious. He captivated the audience by breaking down the technical aspects of cinematography with engaging examples from his impressive portfolio. His emphasis on the emotional depth behind camera settings reminded everyone that at its core, film is about telling compelling stories that resonate with audiences.



### Day 2: Insights from Industry Trailblazers

On the second day, the energy soared as Mr. Pari Elavazhagan, the director of Jama, shared his journey as a debut filmmaker. He spoke passionately about the rich tradition of Therukoothu, revealing how this art form influenced his cinematic vision. His advice for first-time directors was a reminder that every story has roots, and honoring those roots can lead to powerful storytelling.

The workshop continued with Mr. Guru Somasundharan, an accomplished actor and director, who engaged students in an interactive session filled with laughter and learning. His insights into acting and directing sparked conversations, encouraging students to ask questions and share their aspirations.

Wrapping up the workshop was a vibrant performance by the talented playback singer Mr. M. K. Balaji. His soulful singing and engaging storytelling about the significance of lyrics in music left the audience buzzing with excitement. Balaji's energy brought the workshop to a delightful close, reminding everyone of the joy and passion that fuels the world of media.

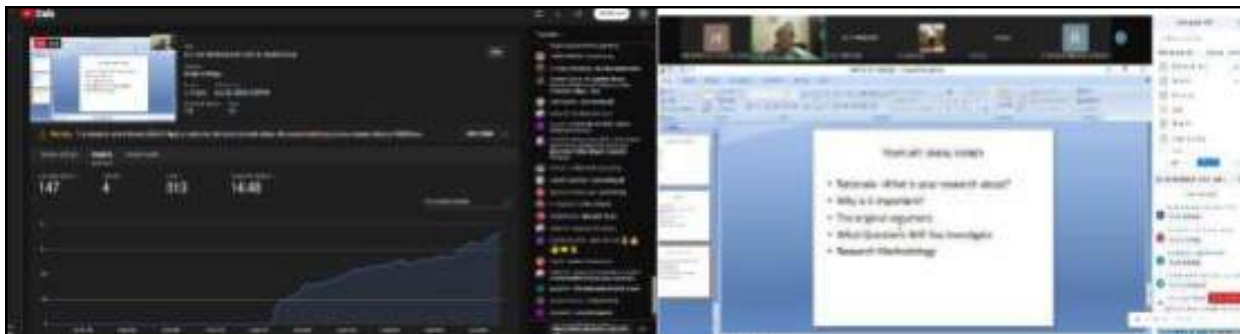
The successful execution of this workshop was made possible by a dedicated team led by



Dr. V. Prabakaran, Convenor and Head of Media Studies, along with Co-convenors Ms. P. Yuvarani and Mr. Shanmuganathan.

The Talkies Media Workshop 2024 was more than just a series of lectures; it was a celebration of creativity, connection, and the shared passion for storytelling. Participants left inspired, armed with new insights and a deeper appreciation for the art of film.

## Exploring Excellence in Research



The Department of English & Other Foreign Languages at SRM Institute of Science and Technology hosted a One-Week International Virtual Workshop on Excellence in Research Methodology from September 23 to 28, 2024.

This engaging event brought together National

and International Experts to enhance participants' understanding of research practices in English language and literature.

Each day of the workshop focused on a distinct theme, exploring essential elements of research for excellence. Under the guidance of key

advisors Dr. C. Sundar, Dean of the Faculty of Science and Humanities, and Dr. J. Dhilipan, Professor and Head of Computer Science & Applications, the workshop aimed to bridge the gap between academia and the broader community.

Dr. T. Sri Devi (Head Department of English and foreign languages) served as the organizing head, supported by conveners Mrs. M. Nathiya and Dr. Agalya VT Raj, who facilitated insightful discussions and knowledge haring. The program fostered an environment of collaboration, empowering participants to refine their research skills and connect with experts in the field. This workshop not only promoted academic growth but also emphasized the importance of the application of the effective research methodologies in addressing real-world challenges.

## Exploring the Future of AI



The Global AI Festival on August 17, 2024 - connected students with industry leaders

The Global AI Festival and Future, held on August 17, 2024, at SRM Institute of Science and Technology, Ramapuram, brought together leading AI experts to discuss advancements and trends in the field. Organized by Dr. J. Dhilipan, Head of Computer Science and Applications, the event aimed to equip students with cutting-edge knowledge in technology.

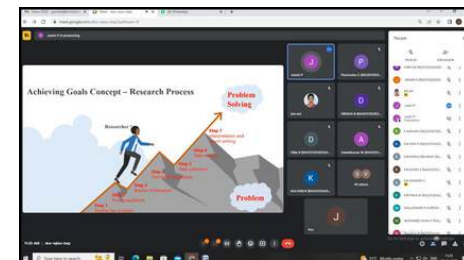
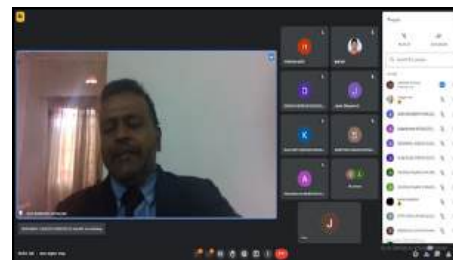
Esteemed guests, including Mr. Ganesan Narayanasamy (Global Leader, USA), Mr. Jayaraman (Research Lead, IIT Madras), Prof. Rajiv Mishra (IIT Patna), and Mrs. Sri Kamani (AI Automation Lead, USA), provided insights into AI innovations, applications, and challenges.

Dr. C. Sundar, Dean (S&H), delivered the presidential address, highlighting the significance of the event as a platform to discuss advancements in artificial intelligence and future aspirations. The technical sessions highlighted IBM's AI breakthroughs, AI's role in optimizing aviation, and the evolution of AI models in content generation.

With 87 attendees, the festival concluded with a competition, where Loyola College's team won, and SRMIST's team secured the runner-up spot. Mrs. S. Suriya, Assistant Professor, extended gratitude to participants, emphasizing the event's success in fostering AI awareness and preparing students for the field's future.

## Advanced Statistical Methods for Business Research: International Seminar

By the Department of Commerce



In today's data-driven business world, the application of advanced statistical methods has become indispensable for research and decision-making. On October 4, 2024, the Department of Commerce at SRM Institute of Science and Technology hosted an insightful International Seminar on Advanced Statistical Methods for Business Research. The seminar, conducted online via Google Meet, was a platform for participants to deepen their understanding of complex statistical techniques used in business research.

The seminar was organized under the leadership of Dr. A. Jesintha Rani and Ms. R. Revathi, with Dr. N Bala Nimoshini Supraja coordinating the event. The resource persons, Dr. N. Sankaranayagam, Senior Lecturer at DMI-St. Eugene University, Zambia, and P. Justin Jesuraj, Research Professor at Korea University, Sejong Campus,

South Korea, shared their expertise on topics like data analysis, hypothesis testing, and regression models. The event attracted 78 participants, who actively engaged in discussions, asking questions that connected the theoretical aspects of statistical methods with real-world business applications.

The speakers, with their international experience, provided valuable insights into how advanced statistical methods are applied in business research across different industries. The participants, comprising both students and faculty members, left the session with enhanced knowledge of statistical techniques and their practical applications. The event concluded with a vote of thanks from the convenors, marking the end of a successful and enriching seminar.

## Simplifying Tax Filing for Faculty Members



SRM Institute of Science and Technology's Department of Commerce organized a Free Income Tax Filing Assistance for Employees event from 25th to 27th July 2024, aiming to simplify the tax filing process for faculty members. Held at the East Block, the event provided 32 faculty members with expert guidance on accurately filing their income tax returns. Coordinated by Dr. S. Chitra, with support from Dr. S. Lakshmi and Dr. K. Punitha, the event was conducted in collaboration with Hrudya Adconser Pvt. Ltd., featuring Mr. V. Krishna Moorthy, Managing Director of the firm.

The primary objective was to help faculty members file their returns efficiently while maximizing refunds.

Mr. Krishna Moorthy, with his expertise in tax planning and government training, guided participants through income tax computation, exemptions, and the filing process. His experience as a visiting faculty with national training institutes made the session invaluable, providing attendees with both clarity and confidence in managing their taxes.

The event was a success, ensuring faculty members filed their returns on time and gained valuable insights into personal finance management. By offering this support, the Department of Commerce enhanced the faculty's overall experience at the institution, reinforcing its commitment to both academic and personal growth.

## Enhancing Brand Visibility through BizQuiz Masters



Brand building in educational institutions is about creating impactful experiences that foster intellectual growth and strengthen community ties. The Department of Commerce at SRM Institute of Science and Technology advanced this goal through the BizQuiz Masters, a quiz competition held on 10th October 2024 at Sri Sitaram Vidyalaya. The event engaged 50 grade 12 students, encouraging them to expand their knowledge in areas like general knowledge, science, and current affairs.

Coordinated by Dr. T. Rani and Dr. Dhivya .S, the quiz featured various rounds and awarded academic books as prizes. The event not only promoted learning but also enhanced the department's visibility and academic reputation.

The event successfully engaged students, bolstered the department's brand, and fostered a positive academic environment. Positive feedback from participants and faculty reflected the event's success in reinforcing SRM Institute's commitment to education and intellectual development.

## Igniting Innovation

### A Launchpad for Future Entrepreneurs at SRM - Department of Commerce

In an era where innovation drives progress, the Department of Commerce at SRM Institute of Science and Technology, Ramapuram, hosted the Start-Up Plan: Crafting Tomorrow's Entrepreneurs on 30th September 2024 at Hi-Tech Hall 1. This dynamic event brought Commerce students together to delve into the art and science of start-up creation, bridging the gap between ideas and impactful business ventures. Spearheaded by coordinators Dr. D. Janis Bibiyana and Dr. M. Kovarthini, the session ignited entrepreneurial



enthusiasm, fostering a mindset of creativity and resilience. Ms. Lavanya, CEO of SStraight Circles, enriched the event with her vast expertise in innovation and

inclusion. Through engaging discussions, she guided students in understanding the nuances of business planning, funding strategies, and sustaining a start-up in today's competitive landscape. Her real-world insights coupled with interactive feedback transformed the session into a launchpad for budding entrepreneurs.



Participants emerged equipped with entrepreneurial acumen, ready to tackle challenges with innovative solutions. By mastering the essentials of

start-up creation, students gained confidence to transform ideas into impactful ventures, contributing to both personal success and broader economic growth.

## Broaden Your Horizons

### SRM Empowers Students to Think Global with Study Abroad Orientation



In today's interconnected world, studying abroad is more than an academic pursuit—it's a gateway to global opportunities and personal transformation. Recognizing this, the Department of Commerce at SRM Institute of Science and Technology, Ramapuram, hosted "The Best Way to Learn: Study Abroad Orientation" on 27th August 2024. Designed to inspire students to explore international education, the event showcased the immense potential of cross-cultural learning and skill enhancement for future-ready careers.

The session was led by Mr. Shaaz Faruqi, General Manager of UPGrad, Kilpauk, Chennai, who drew on his extensive expertise in global education and career development. Through an engaging presentation, Mr. Faruqi highlighted how studying abroad fosters personal growth, enhances employability, and provides

exposure to diverse cultures and academic methodologies. He delved into the importance of skills such as cross-cultural communication, adaptability, and independence, which are highly valued in the global job market. By sharing real-world examples and actionable advice, he inspired students to envision the transformative journey of studying abroad.

The event left students equipped with a deeper understanding of the academic and professional benefits of international education. Participants expressed increased interest in gaining global exposure, greater awareness of study abroad opportunities, and motivation to explore diverse educational landscapes. By emphasizing the long-term impact of studying abroad on personal and professional development, the orientation succeeded in opening a world of possibilities for SRM students.

## Promoting Road Safety : Awareness for a Safer Future

In an effort to raise awareness about the importance of road safety, SRM Institute of Science and Technology, Ramapuram, organized an event titled "Awareness on Road Safety and Zero Accident" on August 27, 2024. The offline event, held at the AV Hall, was attended by 80 participants, who gathered to learn about road safety practices, the risks of negligent driving, and the importance of zero accidents. The session aimed to educate the participants on following traffic rules, wearing helmets and seatbelts, and understanding the dangers associated with substance abuse while driving.

The event was graced by Mr. M Anbalagan, Inspector of Police at the Chennai Commissioner Office Control Room, who served as the resource person. His session focused on educating the participants about the significance of adhering to traffic rules and preventing accidents. He explained the crucial role of helmets in saving lives, illustrated the harmful consequences of substance abuse on road safety, and shared a real-life example of how drugs affected a student's life. Mr. Anbalagan also emphasized the importance of striving for



zero accidents, drawing attention to the Zero Accident Day observed on August 26, 2024.

The event concluded with a vote of thanks proposed by Mr. A. Hariharan, thanking Mr. Anbalagan for his valuable insights and urging participants to follow the discussed safety measures. The session successfully heightened participants' awareness on critical road safety issues, with a particular focus on the dangers of neglecting safety rules and the consequences of driving under the influence. The event served as a reminder of the collective responsibility to promote a safer road environment for all.



The event also included interactive discussions that encouraged participants to reflect on their driving habits and the importance of responsible behavior. Attendees were motivated to spread road safety awareness in their communities, emphasizing that road safety is a shared responsibility. By adopting responsible driving practices, accidents can be reduced, saving lives and promoting a safer future for all.

# SRMIST Hosts National Conference on Emerging Trends in Biological Sciences



The Department of Biotechnology at SRM Institute of Science and Technology (SRMIST), Ramapuram, organized the National Conference on Emerging Trends in Biological Sciences (NCETBS) on September 6, 2024. This hybrid event brought together experts, researchers, and students nationwide to discuss the future of biological sciences and the transformative potential of biotechnology.

The conference focused on the latest advancements in biotechnology, emphasizing sustainable innovation. It covered diverse topics, from foundational research to applied biotechnology, fostering innovations that enhance environmental sustainability and improve human health.

Distinguished speakers shared insights into cutting-edge research and emerging technologies, highlighting biotechnology's critical role in addressing global challenges such as climate change, food security, and public health crises. Notable discussions included advancements

in gene editing technologies, synthetic biology applications for sustainable biofuels, and vaccine development in light of recent health emergencies.

The hybrid format facilitated rich exchanges of ideas, with both in-person and virtual participants actively engaging in discussions and networking. This environment inspired collaboration among researchers and students, encouraging them to explore innovative solutions for the future of biotechnology.

As the NCETBS concluded, it reinforced SRMIST's commitment to scientific progress and innovation. By hosting such conferences, SRMIST aims to nurture a collaborative community dedicated to developing impactful, sustainable solutions.

The insights gained and partnerships forged during the event are expected to drive further research and innovation, positioning SRMIST as a key player in advancing biotechnology and addressing societal challenges.



Honoring outstanding participants at the National Conference on Emerging Trends in Biological Sciences (NCETBS) 2024. Certificates of appreciation were awarded to recognize dedication and contributions to biotechnology research

## Fashion in the Field: SRM Fashion Designing Students Explore Industry in Bangalore



An immersive three-day industrial visit highlights the journey from silk production to sustainable garment manufacturing.

The Department of Fashion Designing at SRM Institute of Science and Technology, Ramapuram, organized a transformative three-day industrial visit to Bangalore from September 3-7, 2024. This opportunity offered second- and final-year students a first-hand look into various facets of the Fashion Industry, from silk weaving to garment exports. With 53 students in attendance, coordinated by Ms. Swetha Menon N.P., Head of Fashion Designing and faculty members Ms. Nivetha Kanmani, Ms. Sathya and Mr. J. Sathya Narayanan, the visit was designed to bridge classroom knowledge with real-world applications.

### Day 1: Central Silk Board – Understanding the Silk Journey

The journey began at the Central Silk Board, a premier institution dedicated to advancing silk production in India. Students explored the sericulture process, observing silkworm rearing, silk thread extraction, and traditional weaving techniques. Industry experts introduced students to the stages of silk production and quality control measures, emphasizing the delicate yet intricate work behind each silk strand.

The interactive tour at the Silk Board gave students insights into the challenges and innovations in sericulture, showing how silk production is both an art and a science. Observing silk weaving methods, from reeling to spinning, the students gained an understanding

of how traditional and modern techniques merge to produce high-quality silk.

### Day 2: Texport Overseas Pvt Ltd – Inside the Apparel Production Line

The second day led students to Texport Overseas Pvt Ltd, a major player in garment manufacturing. With a guided tour through the cutting, stitching, and finishing units, students experienced the complexity of the apparel production line. They learned about the initial stages of design and sampling—essential steps that transform creative ideas into ready-to-wear pieces. A special session on export procedures offered a glimpse into the logistics of reaching international markets, including the documentation and quality standards required.

This visit not only highlighted the importance of precision and speed in manufacturing but also showcased how attention to detail at every stage of production can impact the final product's quality and market readiness.

### Day 3: Shahi Exports – A Lesson in Sustainable Fashion

On the final day, students visited Shahi Exports, one of India's largest garment exporters. The tour started with an overview of the company's dedication to ethical practices, employee welfare, and sustainable production. Students observed the impact of automation and advanced machinery in streamlining garment production and learned about Shahi's sustainable practices, including the use of eco-friendly materials and efficient waste management techniques.

The session on employee welfare left a lasting impact, as students saw the company's commitment to providing a healthy and supportive working environment for its workforce. This experience highlighted how sustainable practices and corporate responsibility are becoming increasingly vital in today's fashion industry.

The industrial visit provided invaluable exposure to various production processes in textiles and apparel, enhancing the students' practical knowledge and understanding of current market dynamics. The opportunity to connect with industry professionals also served as a networking bridge, potentially opening doors for future internships and career prospects.

## Nurturing the Entrepreneurial Spirit

*A Workshop on Planning Start-ups and Navigating Legal & Ethical Pathways*



Institute of Science and Technology (SRMIST), Ramapuram, hosted a workshop titled "How to Plan for Startups and Legal & Ethical Steps" on July 15, 2024.

The event, held in the 4th Floor Gallery Hall of Block 5, brought together 115 participants and was led by Dr. S. Jeyachandran, Senior Vice President of Marutham Group. It aimed to equip students with tools to navigate the entrepreneurial journey, emphasizing legal and ethical considerations, market research, and business modeling.

Dr. Jeyachandran's dynamic session began with an interactive discussion on current affairs and later focused on practical aspects like idea development, customer engagement, and the Business Model Canvas. He highlighted business analytics and market research as essential cornerstones of a successful venture.



Participants actively engaged, reflecting their enthusiasm for entrepreneurship. The event concluded with a vote of thanks by Dr. S. Vijayalakshmi, who emphasized the importance of such programs in fostering innovation among students.

"Every great business begins with an idea, but success lies in turning that idea into reality through careful planning and execution." With this thought, the Innovation, Incubation, and Entrepreneurship Centre and the Institution's Innovation Council at SRM

## Navigating the Future of Business

*Insights from the National Conference on Industry 6.0*



In an era where technological innovations are reshaping the business landscape, the National Conference on Industry 6.0, held on August 23, 2024, at SRM Institute of Science and Technology, offered a timely platform to explore how emerging technologies are revolutionizing commerce and management.

The conference, themed around "Contemporary Issues in Commerce and Management in Industry 6.0," attracted over 126 participants, including academic experts, industry leaders, and researchers. Dr. S. Chitra Srinivasan, Head of the Department of Commerce, emphasized the importance of understanding Industry 6.0 technologies like AI, blockchain, and automation, which are transforming business practices across sectors. Chief guests Dr. M. Gurusamy and CMA Rakesh Shankar Ravisankar highlighted how these technologies are driving innovation in marketing, finance, and corporate governance.

The event featured a series of technical sessions that encouraged dialogue between academia and industry professionals. Researchers presented insights into how businesses can harness advanced technologies to stay competitive, improve efficiency, and ensure

sustainability in the evolving digital landscape. These sessions created a space for interdisciplinary collaboration, offering valuable lessons on integrating Industry 6.0 technologies into business strategies. Beyond the technical discussions, the conference offered attendees a comprehensive understanding of how Industry 6.0 technologies can address some of the most pressing challenges in commerce today. From reducing inefficiencies to enhancing customer experience, the event highlighted the potential of advanced technologies to not only streamline business operations but also foster transparency and ethical practices. These insights were particularly valuable for emerging entrepreneurs and students, who gained a forward-looking perspective on leveraging innovation in their careers.

The conference also served as a networking platform, connecting participants with commerce and technology leaders and fostering future collaborations between academia and industry. In their closing remarks, Dr. V. Arulmurugan and CMA Venkatakrishnan S emphasized the role of such events in driving economic growth and sustainable practices, inspiring attendees to embrace Industry 6.0 as a transformative force in business.

## Empowering the Future

*Financial Literacy for Young Citizens*



In a world where financial decisions shape our future, understanding the basics of finance has become crucial. SRM Institute of Science and Technology's Department of Commerce took a significant step to bridge this knowledge gap by organizing a workshop designed to equip students with essential financial education.

On 15th July 2024, the Department of Commerce at SRM Institute of Science and Technology hosted a one-day workshop on "Financial Education for Young Citizens" for third-year students. With over 120 participants, the event aimed to educate students on the importance of financial literacy in their personal and professional lives. The workshop kicked off with a warm welcome by Dr. S. Vijayalakshmi, who introduced the chief guest, Dr. E. Baby, Professor & Head of the Department of Commerce at Kanchi Shri Krishna College of Arts & Science.

The workshop's technical session, led by Dr. Baby, covered key aspects of financial literacy, from the basics of finance to the critical differences between savings and investments. Dr. Baby also provided insights into goal-based investing, popular asset classes, and the benefits and risks associated with mutual funds. Her session was highly interactive, with students engaging in discussions and clarifying doubts.

The event wrapped up with a Vote of Thanks by Dr. S. Vijayalakshmi, who thanked Dr. Baby for her insightful presentation and expressed gratitude to the students for their active participation. She also emphasized the need for students to integrate these financial principles into their daily lives for long-term benefit. The workshop was a success, leaving students more informed and confident in making sound financial decisions for their futures.

# Empowering Tomorrow's Innovators



The Department of Computer Science & Applications (BCA) at SRM Institute of Science and Technology, Ramapuram Campus, proudly hosted CASYUM-2024, a national-level inter-collegiate symposium, on September 21, 2024, at the TRP Auditorium. This vibrant event attracted 270 students from 30 colleges. The overall Trophy was awarded to Sri Ramachandra Research Institute of Technology for their exceptional performance.

The symposium commenced with a welcome address by Dr. S. Uma Shankari, BCA Program Coordinator. In the felicitation address, Dr. J. Dhilipan, HOD & VP-Admin (S&H), emphasized the significance of networking, teamwork, and aligning education with industry needs. Dr. C. Sundar, Dean (S&H), delivered the presidential address, discussing the impact of AI on industry dynamics and SRM's standing in global rankings.

Guest of Honor Mrs. B. Divya, Senior Manager at TVS Credit Services, provided valuable insights on resume building and LinkedIn profile enhancement, while Chief Guest Mr. Pranatharthiharan Kannan, Director at NatWest Group, captivated the audience with his perspectives on cloud computing, edge computing, and the future of generative AI.

The event featured various technical

and non-technical sessions, allowing students to engage actively with the topics presented. Workshops on emerging technologies, hackathons, and panel discussions provided a platform for students to showcase their talents and innovative ideas, fostering a spirit of collaboration and creativity. This emphasis on hands-on learning not only enhanced participants' knowledge but also prepared them to navigate the rapidly evolving tech landscape.

## National Level Innovative Project Contest

### *The Magic of Mathematical Models - 2024*

In an age where mathematics serves as the foundation for innovation and problem-solving, the Faculty of Science and Humanities at SRM Institute of Science and Technology (SRMIST) proudly hosted the National Level Innovative Project Contest titled "The Magic of Mathematical Models" on October 26, 2024. This engaging event aimed to inspire school students by demonstrating the practical applications of mathematical modeling in addressing real-world challenges.

Held in Gallery Hall 1, the contest saw participation from approximately 80 students across 17 teams representing various schools, including LBEAAR Matric, Gurukulam Matric, Velammal Bodhi Campus, Krishna Swamy Matric, RMK CBSE, Vellammal Vidyasaram, and Amrita Vidyalaya. Under the coordination of Mrs. A. Sudha Rani, along with her dedicated team, the event facilitated an interactive platform where students could showcase their innovative mathematical models.

The event commenced with a traditional invocation and lighting of

the Kuthu Villaku by dignitaries, followed by a warm welcome address from Dr. S. Sindu Devi, Program Coordinator of the Department of Mathematics. Dr. C. Sundar, Dean of the Faculty of Science and Humanities, delivered the presidential address, motivating the participants with his inspiring words.

The highlight of the event was the keynote session led by the chief guests, Mr. K. Arun Prakash, Global Commodity Manager at Dell Pvt. Ltd., and Mrs. S. Jeya, a civil engineering expert at IGCAR. Mr. Arun Prakash shared valuable insights into problem-solving and the significance of mathematical models in real-life scenarios, inspiring students to embrace challenges and learn from their experiences.

The competition not only focused on fostering creativity but also emphasized the importance of mathematical models in diverse fields such as physics, engineering, and social sciences. Participants explored various modeling types—linear vs. nonlinear, dynamic vs. static, deterministic vs. probabilistic



—and learned how to refine their models through a systematic approach. The event aligned closely with several United Nations Sustainable Development Goals (SDGs), including Goals 1, 4, 8, and 11. By equipping students with analytical skills to tackle economic challenges, promoting quality education, preparing them for careers in STEM fields, and exploring urban sustainability solutions, the contest contributed significantly to foster the academic spirit in the student community.

Mrs. P. Matilda Shanthini expressed gratitude to the speakers and participants, highlighting the event's success in blending academic growth with real-world applications.

The feedback received indicated that students found the experience not only educational but also inspiring, illustrating the vital role of mathematics in sustainable development and community growth.

The event concluded with the promise of expanding future initiatives to empower more students, nurturing their understanding of mathematics as a tool for addressing global challenges.

This successful event exemplifies SRMIST's commitment to fostering innovation and critical thinking among young learners, preparing them to contribute meaningfully to society through the power of mathematics.

## Behind the Scenes of Cricket: Insights into Sports Production

*What does it take to bring the thrill of cricket into millions of homes? Star Sports' expert reveals the secrets.*



The Department of Film Technology hosted an enlightening session on August 27, 2024, at the Preview Theatre, 6th Floor, Dental Block, spotlighting the intricate world of sports production and broadcasting. The guest speaker, Mr. Ekambaram Raveendran, a seasoned producer at Star Sports with six years of experience in cricket broadcasting, captivated an audience of 50 students with his expertise.

In his 45-minute interactive session, Mr. Ekambaram delved into the complexities of cricket production, from pre-game planning to live broadcasting. He shared behind-the-scenes insights into control panel

operations, team coordination, and technical precision required to deliver seamless sports content. To enhance the learning experience, he showcased real-time production videos and elaborated on the vital roles of various departments in cricket broadcasting.

The event concluded with an engaging Q&A session, where students explored the finer details of sports media, gaining valuable practical knowledge for their future careers. Convened by Dr. V. Prabakaran, Head of Media Science, and coordinated by Ms. Keerthana S., Assistant Professor, the session underscored the department's commitment to bridging academic learning with real-world applications in media and technology.

## Forging Pathways: SRM Ramapuram Signs MoU with Kazh Fintech Pvt Ltd

*Building industry-academia bridges to shape the tech leaders of tomorrow*



On October 14, 2024, SRM Institute of Science and Technology (Ramapuram Campus), Faculty of Science and Humanities, Department of Computer Science and Applications (BCA), signed a Memorandum of Understanding (MoU) with Kazh Fintech Pvt Ltd. The event, held in the Conference Hall of PG Block 2, emphasized SRM's dedication to fostering industry-academia collaboration for student career advancement.

The ceremony began with a welcome address by Dr. C. Sundar, Dean of the Faculty of Science and Humanities, followed by a keynote presentation by Mr. Solomon Ashok, Founder and CEO of Kazh Fintech Pvt Ltd, who outlined the benefits of the MoU, including IT-based j

job opportunities and internships. The event also featured the presence of esteemed dignitaries such as Dr. N. Sethuraman, Chief Director, and Dr. K.V. Narayanan, Associate Director, further highlighting the significance of this partnership.

The event's outcomes resonate with SRMIST's mission to equip students with industry-relevant skills and expose them to real-world challenges. By bridging the gap between academic knowledge and professional expertise, the MoU sets a foundation for transformative learning experiences. With the constant support of SRM's management and senior administrators, the department continues to advance its vision of shaping tech-savvy graduates who are future-ready.

## Faculty Industrial Immersion Program (FIIP) at TICEL Bio Park: Strengthening Academia-Industry Connections

As part of SRMIST's ongoing efforts to enhance industry-academia collaboration, the Department of Biotechnology, FSH, organized a Faculty Industrial Immersion Program (FIIP) on [date] at the prestigious TICEL Bio Park, Taramani, Chennai. This program aimed to provide faculty members with a deeper understanding of the dynamic biotechnology industry and its cutting-edge developments.

During the one-day visit, faculty members had the opportunity to engage in an in-depth discussion with Dr. Senthil, the Scientific Manager at TICEL Bio Park. The session focused on the latest advancements in biotechnology and the ways in which academia can align with industry requirements to

enhance research and development. Dr. Senthil shared valuable insights into the role of bio-incubators and the significance of collaboration between scientific institutions and the industry. The discussion also explored the challenges and opportunities within the biotechnology ecosystem, emphasizing innovation, sustainability, and commercialization of scientific research.

The FIIP at TICEL Bio Park offered faculty valuable insights into the practical applications of biotechnology, emphasizing the importance of hands-on training and interdisciplinary collaboration. This visit bridged academia and industry, equipping faculty with current trends and innovations to enhance student learning at SRMIST.



## Enhancing Institutional Identity through Competitions

Brand building in educational institutions goes beyond logos and slogans—it's about creating a distinct identity that resonates with students, fosters trust, and strengthens the community. The Department of Commerce at SRM Institute of Science and Technology recognized this need by organizing the quiz competition "Mind Marathon: The Ultimate Student Quiz Challenge," held from 15th to 25th May 2024. The competition aimed to engage +2

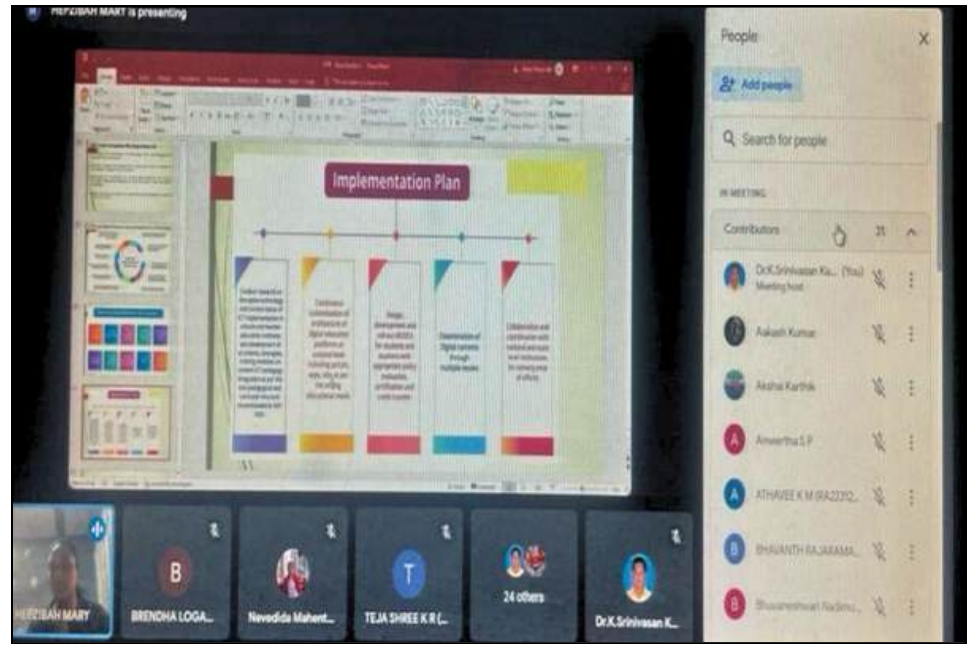
commerce students from across Tamil Nadu, enhancing their knowledge of brand logos and general trivia. With 96 students participating, the quiz helped increase the department's visibility and showcased its unique offering.

Coordinated by Dr. S. Lakshmi and Dr. K. Punitha, the event not only created excitement around the department but also contributed to the institution's overall brand-building efforts. This initiative was

a step towards boosting the student experience, encouraging participation, and reinforcing the department's mission of providing enriching educational programs. By achieving brand-building objectives, the competition supported increased student engagement, fostering an improved institutional reputation and better student recruitment, which can lead to greater faculty retention and attraction of top talent.

## Mastering Research Techniques

*A Pathway to Effective Knowledge Acquisition led by Department of Commerce*



In an effort to enhance the research skills of students, SRM Institute of Science and Technology, Ramapuram, organized an event titled "Mastering Research Techniques: Unleashing the Power of Knowledge" on August 30, 2024. The offline session, held at the AV Hall, was attended by 100 participants, primarily students and faculty members, eager to improve their research methodology skills. The session focused on various aspects of effective research techniques, including data collection methods, critical analysis, and proper citation practices, to equip attendees with tools essential for successful academic and professional research.

The event was led by Dr. S. Ravindran, Associate Professor of Research Methodology, who served as the resource person. Dr. Ravindran's session covered key aspects of mastering research techniques, such as defining research questions, choosing appropriate methodologies, and conducting thorough literature reviews. He also emphasized the importance of data integrity, ethical research practices, and the significance of peer-reviewed sources in strengthening research outcomes. Furthermore, Dr. Ravindran provided practical tips on avoiding plagiarism, ensuring proper citation formats, and utilizing digital research tools effectively.

A major highlight of the session was Dr. Ravindran's discussion on advanced research tools like databases, journals, and statistical software. He also shared real-life examples of how improper research practices can lead to flawed conclusions and how employing systematic techniques can enhance the accuracy and credibility of research. Dr. Ravindran concluded the session by

encouraging participants to approach research as an ongoing learning process that requires patience, persistence, and dedication.

In addition to focusing on technical research methods, Dr. Ravindran emphasized the importance of critical thinking and creative problem-solving in the research process. He encouraged participants to move beyond traditional methods and explore innovative approaches, especially in interdisciplinary research. By adopting a more holistic view, researchers can uncover new insights and solve complex problems that contribute to the advancement of knowledge. Dr. Ravindran also addressed the evolving role of technology in research, suggesting that staying updated with the latest digital tools and software is crucial for researchers who want to remain competitive and produce high-quality work. He urged the participants to take advantage of resources like online research communities, where they could share findings, collaborate, and get feedback from experts.

The event concluded with a vote of thanks given by Mr. S. Arun, a student of the Research Methods department, who thanked Dr. Ravindran for imparting his valuable knowledge and motivating the participants to apply these techniques in their academic pursuits. The session successfully helped participants grasp the importance of mastering research techniques, with an emphasis on conducting ethical, organized, and reliable research. It served as a reminder that research is not only about finding answers but also about asking the right questions and following a disciplined approach to uncovering the truth.

## Acquiring Television News Production Skills



In an era where television news is increasingly influenced by cutting-edge technology, SRM Institute of Science and Technology's Journalism and Mass Communication department recently offered students a unique opportunity to dive deep into the world of television news production. Held on August 1, 2024, the workshop provided hands-on experience in key areas such as camera handling, editing, and live reporting, helping to shape the next generation of media professionals ready to thrive in the fast-paced broadcast industry.

Held on August 1, 2024, the event featured Mr. Goutham Raj, Pre-Sales and Certified DaVinci Trainee from Black Magic Products, alongside his expert team: Vasanth Subramanian (Technical Specialist), Rahul (Business Head), Madhivanan (Support Specialist), and Gowtham (Pre-Sales and Certified DaVinci Trainee). The workshop included practical demonstrations on professional cameras, particularly Black Magic



products, and training in industry-standard editing software, enabling students to practice editing techniques and understand live reporting workflows.

One of the highlights was the hands-on experience with 12 cameras, giving students a taste of the fast-paced, high-pressure environment of live television production. The event concluded with an interactive Q&A session, where students gained valuable insights into the television industry and career opportunities. This workshop served as an excellent opportunity for students to enhance their technical skills and deepen their understanding of television news production, equipping them for the evolving media landscape and preparing them for the challenges of a dynamic career in television.

## Sports Achievement

Mr. K. Chezhiyan, a third-year B.Sc. Biotechnology student, recently excelled in bodybuilding, securing third place in the 80 kg category at both the Mr. South Indian Championship and the Senior Bodybuilding and Fitness Championship. He also won second place in the Sub Junior Bodybuilding and Fitness Championship. His achievements in competitions organized by MJ Kubith Classic 2024, the Indian Fitness Federation, and Kaira Blockchain Classic 2024 highlight his dedication towards sports.



## Cracking the Code of Commerce

Students Tackle Real-World Challenges at Case Study Event!



## Empowering Future

The Department of Computer Science hosted a three-day orientation programme from July 9 to July 11, 2024, designed to engage incoming B.Sc. Computer Science students. The programme aimed to strengthen connections between students and faculty on all three days for academic success.

Kicking off on July 9, the orientation featured esteemed faculty and alumni leading discussions on essential topics, like puzzle solving, current technology trends, and the importance of Global IT Certifications. Day 2 offered a deep dive into communication skills, emphasizing active listening and role clarity. Mr. Sathish Kumar reinforced the importance of foundational mathematics, while industry insights were shared by Mr. Sree Krishan G of Tata Consultancy

Services and Ms. S. Vanitha, discussed the career benefits of IT Certifications.

On July 11, the focus shifted to practical applications in IT. Mr. Rahul, a Software Quality Engineer at Redhat Pune, explored the integration of quality engineering in machine learning, followed by Mr. Jai Ganesh Ravisankar, who addressed security practices in modern IT. Concurrent sessions included Mr. V. Manikandan discussing on Tamil language's significance and Mrs. Muthuselvi presenting the Computer Science curriculum.

This orientation programme effectively equipped students with vital skills and knowledge for their academic and professional journeys, fostering an environment of support and engagement as they begin their studies in Computer Science.

In an age where analytical thinking and strategic decision-making are crucial for success, the Department of Commerce, Honours and ISM recently hosted a transformative Case Study Event aimed at equipping Commerce students with real-world problem-solving skills. Held on September 19, 2024. The event provided participants with the opportunity to tackle complex business scenarios, mirroring the challenges faced in the corporate landscape.

During the event, students were divided into teams and presented with case studies from various industries, including finance, marketing, operations, and human resources. The challenge required them to analyze the intricacies of each scenario, identify key issues, and develop feasible solutions. Teams then presented their strategies to a panel of esteemed judges made up of faculty and industry professionals, who evaluated their performances based on analytical skills, creativity, and presentation quality.

The mentorship component of the event significantly enhanced the learning experience, offering participants invaluable insights into case analysis frameworks and problem-solving

techniques. This guidance allowed students to redefine their approaches, emphasizing data-driven decision-making and critical thinking. One notable aspect of the event was the impressive diversity of solutions presented, showcasing the students' grasp of business concepts and their ability to apply theoretical knowledge to real-world situations. This event not only fostered teamwork and strategic insight but also prepared students to think like real-world managers.

Reflecting on the experience, a participant shared, "The Case Study Event challenged us to think like real-world managers. It was a great learning opportunity that allowed us to apply our knowledge practically and improve our problem-solving abilities."

This Case Study Event exemplifies the Department of Commerce Honours and ISM's commitment to blending academic learning with practical experience. By organizing such initiatives, the department is nurturing the next generation of skilled business professionals, preparing them to navigate and address the complexities of the corporate world with confidence and expertise.



- Contributing reports should be confined to a maximum of 250 words
- Request for coverage in THE COMMUNIQUE to be sent to newslettersmistshmp@gmail.com and uploaded to the respective drive folders

- Coverage of a certain event or receipt of an article does not guarantee publication.

## Exploring the Art of Filmmaking

The significance of visual storytelling in modern filmmaking was the focus of the Visual Storytelling event held on July 31, 2024, at SRM Institute of Science and Technology, Ramapuram.

Speaking during the welcome address, Dr. Meenakshi emphasized the vital role that storytelling plays in connecting with audiences, stating, "Filmmaking is not just about technical prowess; it's about crafting narratives that resonate with viewers." This sentiment set the tone for an engaging session that explored the intricacies of storytelling in film.

dialogue. He urged participants to harness their creativity and focus on the visual aspects of their narratives, noting, "A compelling story must be visually engaging to captivate audiences." Throughout the event, attendees participated in interactive sessions that provided hands-on experiences in various aspects of filmmaking. The curriculum included practical exercises on framing, lighting, and color, aimed at enhancing the participants' understanding of visual aesthetics in storytelling.

### Practical Application and Interactive Learning

The program concluded with a practical exercise where students created a functional login page using Android Studio, simulating a film project development process. This hands-on experience allowed students to apply discussed concepts while refining their

The event featured Mr. A. Ramesh Kumar, a renowned cinematographer, who shared his expertise on the essential elements of visual storytelling. In his keynote address, Mr. Kumar highlighted the transformative power of film and the importance of storytelling elements like storyline, screenplay, and



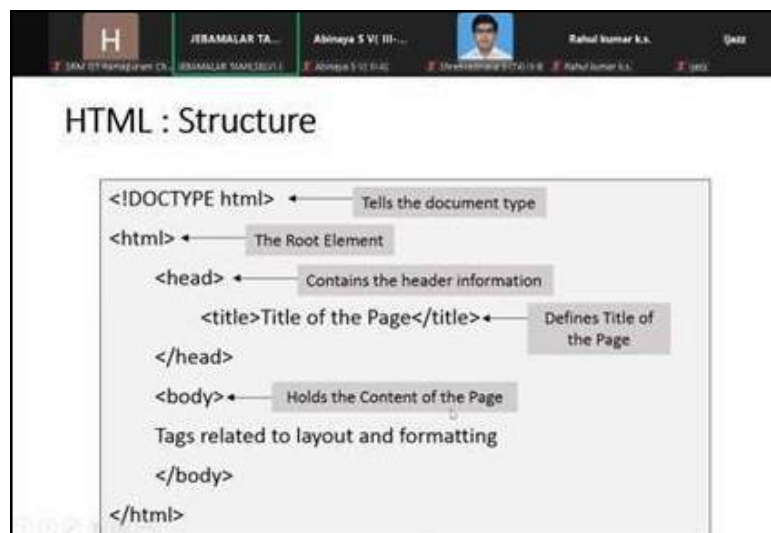
kills with faculty guidance. Mr. Ramesh Kumar encouraged participants to explore storytelling beyond traditional formats, stating, "Innovation in storytelling is key to impactful films," inspiring students to adopt new methodologies in filmmaking. Dr. Meenakshi emphasized the department's commitment to continuous learning and innovation, urging students to seize opportunities like the Visual Storytelling event. She stated, "Our students must embrace the evolving filmmaking landscape to become skilled storytellers." This event exemplifies SRM's dedication to enhancing educational practices that prioritize creativity and practical skill development, preparing students for success in the dynamic world of filmmaking.

## Bridging Skills in Web Development

The Department of Computer Science and Applications at SRM Institute of Science and Technology recently conducted a comprehensive Bridge Course aimed at enhancing the practical skills and knowledge of third-year B.Sc. (Computer Science) students in the vital area of web development. Held on June 20 and 21, 2024, this initiative provided students with valuable insights into both front-end and back-end development through engaging sessions led by experienced faculty members.

The course commenced with a focus on front-end development. Dr. Tamilselvi initiated the session by outlining the fundamental components of this discipline, emphasizing the significance of HTML (Hypertext Markup Language) in structuring web pages. She highlighted the importance of semantic elements in enhancing accessibility and improving Search Engine Optimization (SEO). Additionally,

Dr. Tamilselvi introduced Cascading Style Sheets (CSS), essential for designing and layout. To solidify the theoretical concepts, the session included a practical demonstration, enabling students to create a basic webpage and apply their newly



acquired knowledge in a hands-on manner. The second day shifted its focus to back-end development, a crucial aspect that underpins the functionality of web applications. Mrs. Muthuselvi outlined the key skills necessary for aspiring back-end developers, discussing their roles in managing databases, server logic, and application programming interfaces (APIs). She emphasized the need for a solid foundation in programming languages, noting that successful back-end development is deeply rooted in practical experience from real-world projects. This session provided students with a clear roadmap for pursuing a

career in back-end development, illustrating the integration of skills from both front-end and back-end perspectives.

Overall, the Bridge Course served as a robust platform for students to acquire practical knowledge and skills in web development, effectively preparing them for future endeavors in the tech industry. The engaging sessions, combined with practical demonstrations and expert insights from faculty, rendered this course an invaluable experience for all participants, equipping them with the competencies necessary to thrive in the ever-evolving field of technology.

## Celebrating Excellence at SRM Institute of Science and Technology

At SRM Institute of Science and Technology, our faculty continues to inspire students and excel in their fields. Here are some recent notable achievements:

Best Faculty Award - 2024

Dr. E. Srimathi, Assistant Professor in the Department of Computer Applications, received the "Best Faculty Award - 2024" from the Silampoli Foundation as part of the International Achievers Award series. This honor recognizes her exceptional contributions as an educator and her impact on advancing knowledge in her field. G. Elamaran, founder and CEO of the Silampoli Foundation, congratulated Dr. Srimathi for her dedication and hard work.

Best-Paper Award at International Conference In the Department of Computer Science



and Applications (BCA), Dr. S. Umarani and her scholar, Mrs. Varsha Ganesh, earned the 'Best-Paper Award' for their research on "Student's Behaviour and Performance Analysis Based on Time Series Deep Learning Model" at the International Conference held at Patrician College of Arts and Science on September 27, 2024.

# Emphasizing Practical Skills in Education

*Insights from the Four-Day App Development Program*

The role of educational institutions is increasingly shifting from merely providing degrees to fostering an environment that emphasizes research, innovation, and practical skills, according to Dr. T.R. Paarivendhar, Honourable MP and Founder & Chancellor of SRM Institute of Science and Technology.

Speaking at the inaugural ceremony of the Four-Day App Development Program for Android and MEAN, Dr. Paarivendhar urged universities to equip students with the necessary skills to meet the demands of a rapidly evolving job market. He highlighted the importance of practical training, stating that “young researchers and developers should not only aim for academic excellence but also strive for innovation that can lead to real-world applications.”

Dr. Paarivendhar expressed pride in SRM's initiative to invest significantly in educational resources, mentioning the allocation of Rs. 50 crore for developing state-of-the-art facilities aimed at nurturing the next generation of tech innovators. He emphasized that such investments are crucial for

creating a skilled workforce that can contribute meaningfully to society.

## Expert Perspectives on Mobile Development

The program also featured prominent industry leaders, including Mr. Pravin Kumar, CEO of PK Innovatives, who delivered a keynote address focusing on the transformative impact of mobile applications on everyday life. He encouraged participants to harness their creativity and technical skills, stating, “In today's mobile-driven world, it is vital for aspiring developers to innovate and think outside the box.”

Throughout the four-day workshop, participants engaged in intensive sessions covering various aspects of app development. The curriculum began with an introduction to Android and its fundamental components, leading to practical exercises on Node.js and user interface design. This hands-on approach aimed to provide students with a comprehensive understanding of app development that could be applied in their future careers.

## A Commitment to Future Innovations

The final day of the program was dedicated to real-world applications, where students had the opportunity to create a functional login page using Android Studio. This practical exercise was supported by faculty guidance, ensuring that students gained insights into both technical and creative aspects of the development process.

Dr. Paarivendhar reaffirmed SRM's commitment to continuous learning and innovation within its educational framework.

He concluded by encouraging students to take full advantage of the opportunities presented by such programs, stating, “Our youth must embrace the future of technology and emerge as agents of change in society.”

The Four-Day App Development Program exemplifies SRM's dedication to enhancing educational practices that prioritize research, innovation, and practical skill development, ultimately preparing students to thrive in an ever-changing technological landscape.

# Enhancing Career Prospects



The Alumni Talk on projects and internships to Placement Opportunities at apply their knowledge, SRM Institute of Science and emphasizing that “Technical Technology on September skills alone are not enough; 28, 2024, highlighted the effective communication is crucial role of key to success.”

communication skills and technical expertise in The session included securing placements. discussions on IT industry Coordinated by Mr. D. Siva, trends and job interview the session aimed to provide preparation, clarifying students with practical employer expectations. Mr. insights from successful U. Udhayakumar concluded by thanking Sakhthivel and underscoring the significance

Mr. B. Sakhthivel, an alumnus of such interactions in and Software Debug motivating students. He Engineer at Zoho, shared his remarked, “Events like these journey and stressed the bridge the gap between importance of mastering academic knowledge and both coding and industry needs, enhancing communication skills. He our students' employability.” noted, “In today's competitive Overall, the talk effectively job market, being proficient guided students in improving in at least one programming their skills and placement language is crucial.” Sakhthivel prospects, showcasing also discussed opportunities SRM's commitment to in product-based companies student development and encouraged students to through industry engagement in



# Memorandum of Understanding Ceremony

In an era where global collaboration is essential, academic partnerships play a crucial role in advancing research and education. On September 4, 2024, the Department of Biotechnology at the Faculty of Science and Humanities (FSH), SRM Institute of Science and Technology (SRMIST) in Ramapuram, signed a Memorandum of Understanding (MoU) with INTI International University, Malaysia. Conducted virtually, this ceremony marks the initiation of a progressive academic collaboration between the two institutions.

The MoU aims to enhance academic cooperation, facilitate joint research initiatives, and promote exchange programs that will benefit both students and faculty. By leveraging their strengths, SRMIST and INTI International University seek to create a partnership that emphasizes innovation, knowledge sharing, and the development of solutions in biotechnology.

During the ceremony, representatives from both institutions expressed their enthusiasm for the collaboration, recognizing its potential to enrich educational experiences and expand research capabilities. This partnership will provide



students with opportunities for cross-border learning and collaborative projects that address global challenges in biotechnology.

The signing of the MoU is a significant milestone in SRMIST's efforts to build international alliances and strengthen its position as a leader in biotechnology education. As both institutions implement the initiatives outlined in the agreement, they are poised to foster cooperation and mutual growth.

The MoU between SRMIST and INTI International University reflects a shared commitment to advancing education and research in biotechnology, paving the way for innovative developments and preparing future leaders in the field.

## Navigating Technical Interviews for Placement Success



Industry professionals and faculty at SRM Institute's workshop on mastering technical interviews, preparing students for placement success.

In today's competitive job market, mastering the technical interview is not just an advantage—it's essential for securing a coveted position. On September 30, 2024, the Department of Computer Science and Applications (BCA) at SRM Institute of Science & Technology organized an impactful one-day workshop titled "How to Crack Technical Round in Placement Drive." This initiative brought together students and industry professionals to bridge the gap between academic knowledge and real-world application. 102 undergraduate students eagerly to enhance their placement prospects.

strategies for enhancing resumes to make candidates stand out in the job market, emphasizing clarity and relevance in presenting skills. The discussion included an in-depth look at the structure of technical interviews, focusing on typical programming-related questions and the multiple evaluation rounds that candidates might face. Attendees engaged in practical examples and interactive discussions that highlighted best practices for navigating technical interviews, providing students with actionable insights.



The workshop commenced with a welcome address from Dr. T.S. Suganya, Assistant Professor, who expressed gratitude to the alumni speakers for their participation and insights. Notable alumni from esteemed organizations, including Deloitte, Dexian, NIQ, and Accenture, participated in the event, alongside current postgraduate students from SRMIST, creating a rich tapestry of knowledge and experience.

Throughout the workshop, participants explored the importance of technical interviews as vital assessments of candidates' skills and problem-solving abilities, which are critical for determining fit for roles in competitive industries. Alumni shared effective



The session concluded with a heartfelt vote of thanks, expressing deep appreciation to the alumni for sharing their valuable experiences and insights. This workshop aimed to equip students with the necessary skills and knowledge to approach placement drives with confidence and competence.

In summary, the alumni workshop organized by the Department of Computer Science and Applications was a resounding success, effectively preparing students for the challenges of technical interviews and enhancing their readiness for future career opportunities.

## Celebrity Interaction with Vijay Kanishka

The Department of Journalism and Mass Communication at SRM Institute of Science & Technology hosted an inspiring Celebrity Interaction event with rising star Vijay Kanishka on August 28, 2024. Held in Gallery Hall I, the event attracted around 100 enthusiastic participants eager to learn from the talented actor known for his debut in Hit List.



The session began with an energetic fan-made video by Dwarkesh, a third-year student, capturing Kanishka's on-screen persona. The event's cultural vibe was elevated with the singing of the Tamil Thai Vazhthu, followed by a warm welcome from Tanvee, a second-year BA JMC student. She introduced Kanishka and his team, including Ashish, his teammate known for his resonant voice, and Parus, his PR agent from We2 Media.

storytelling. He also hinted at future projects in the romantic comedy and gangster genres.

Dr. N. Meenakshi, Head of the Department, officiated the event, recognizing Vijay's achievements and his roots as an SRM Easwari Engineering College alumnus. In a lively Q&A session, Vijay shared his journey, dispelling the myth that his success was solely due to his father's fame. He revealed the challenges he faced in his eight-year struggle to land his first role, encouraging students to prioritize skill over privilege.

Delving into his role in Hit List, Vijay offered insights into the technical aspects of filmmaking, including set design and intense scenes that brought realism to his character.

In his closing remarks, Vijay urged aspiring filmmakers and actors to draw from personal experiences for authentic storytelling and advised them to embrace constructive feedback as a growth tool.

Actor Vijay discussed his approach to selecting scripts, emphasizing that "The script is the hero of the project." His admiration for parallel cinema, particularly films by Bala, highlights his dedication to impactful

The event concluded with a heartfelt vote of thanks by Janani, a second-year JMC student. The department's social media team documented the interaction, capturing the inspiring takeaways for a wider audience.



# SRMIST Ramapuram Launches Centre of Excellence in Cyber Security

The Department of Computer Science and Applications (MCA) at SRM Institute of Science and Technology, Ramapuram, recently launched a Centre of Excellence in Cyber Security, marking a significant advancement in cybersecurity education and innovation. The event, held on September 18, 2024, was convened by Dr. N. Krishnamoorthy and organized under the guidance of Dr. D. Kanchana, MCA Program Coordinator. With participation from 144 students, the launch demonstrated SRMIST's commitment to addressing the growing demand for skilled cybersecurity professionals.

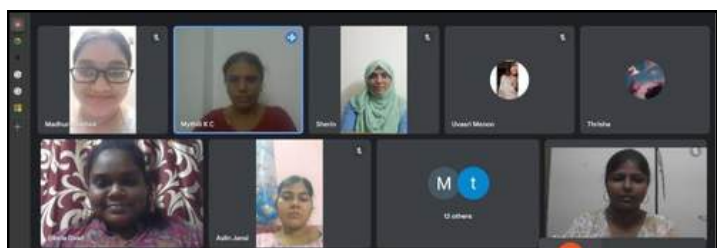
Dr. J. Dhilipan, Vice Principal - Admin and Head of CSA, welcomed the gathering and emphasized the importance of cybersecurity specialization amid rising digital threats. He stressed the increasing need for skilled cybersecurity experts in the IT industry, urging students to attend workshops and seminars for hands-on learning. Dean Dr. C. Sundar further highlighted the impact of cyber threats and encouraged vigilance in identifying and avoiding potential digital risks.



Esteemed cybersecurity experts, Mr. Santhosh Challuvadi, CEO of Supraja Technologies, and Mr. Vinod Senthil T, Founder of infySEC, served as resource persons for the event. Mr. Challuvadi discussed research and development opportunities in cybersecurity and the importance of mastering diverse tools and technologies in the field. Mr. Senthil shared real-life cybersecurity incidents, stressing proactive security measures.

The event concluded with an interactive Q&A session, where students posed questions to the speakers. This collaborative initiative aligns with Sustainable Development Goals, particularly SDG 4, SDG 9, and SDG 17, by fostering quality education, industrial innovation, and strategic partnerships.

## Alumni Virtual Meet: Reconnect, Rebuild, and Rediscover



On September 28, 2024, the Alumni Affairs and the Department of English and Other Foreign Languages hosted the virtual event "Reconnect, Rebuild, and Rediscover," aimed at fostering community and support among alumni amid post-pandemic challenges. The event featured three key sessions. The "RECONNECT" session allowed alumni to share personal narratives, reflecting on how their education has shaped their lives and careers, creating an atmosphere of nostalgia and camaraderie. The "REBUILD" session

focused on resilience, with alumni discussing their struggles and sharing strategies for overcoming obstacles in a changing job market. Finally, the "REDISCOVER" session emphasized the importance of networking, exploring innovative ways to maintain connections for personal and professional growth. Overall, the Alumni Virtual Meet was not just an event but a celebration of shared experiences, highlighting the strength of community and the importance of ongoing collaboration as alumni navigate their professional journeys.

Overall, the Alumni Virtual Meet was not just an event but a celebration of shared experiences, highlighting the strength of community and the importance of ongoing collaboration as alumni navigate their professional journeys.

## NEXGEN NURA' 24

*A Showcase of Talent and Innovation at SRMIST*

The Department of Computer Science & Applications at SRM Institute of Science and Technology (SRMIST) hosted NEXGEN NURA' 24, an innovative talent hunt day held on September 2, 2024, at the TRP Auditorium. This event provided a platform for students from various disciplines, including B.Sc. Computer Science, B.Sc. Cyber Security, and AI & ML, to exhibit their skills and foster collaboration.

The event commenced with a Tech Debate on August 29, featuring 14 participants discussing contemporary issues such as the impact of smartphones and the merits of online education. This segment encouraged critical thinking and eloquence among students. Following this, the Shipwreck competition on August 30 involved seven teams competing in three challenging rounds, promoting teamwork and knowledge sharing. Concurrently, the Connection event attracted 17 teams, showcasing their enthusiasm for technology through a series of questions.



On September 3, NEXGEN NURA' 24 transitioned to non-technical events, beginning with Illa Enaku Purila, a collaborative team-based competition that fostered camaraderie among participants. This was followed by a Singing competition where four teams performed, with Team 3 emerging victorious. The day culminated in a Dancing competition featuring ten teams, highlighted by a special performance from alumnus Dhanush Palanivel, who also served as a judge. The event concluded with a Ramp Walk, showcasing fashion and confidence among nine participants, with alumnus M. Ragavendran judging the segment.

NEXGEN NURA' 24 successfully united students in a celebration of talent and innovation, emphasizing the importance of collaboration and creativity in the evolving tech landscape. The event not only highlighted the diverse skills of the participants but also reinforced the role of SRMIST in shaping the next generation of leaders in technology.

# Crafting Visions

*Unleashing Creativity at the Logo Designing Competition Where Imagination Takes Shape*

In a world where logo is often the first impression of a brand, the power of creativity takes center stage. On August 10, 2024, the SRM Institute of Science and Technology (SRMIST) held a dynamic Logo Designing Competition, inviting students to transform their innovative ideas into visual masterpieces. Conducted online, this vibrant event attracted 34 participants, each eager to showcase their artistic talents and unique perspectives.

The competition served as more than just a contest; it was a celebration of creativity and a platform for students to express their individuality through design. As participants crafted logos that resonated with their personal visions and professional aspirations, the event fostered a sense of community and collaboration among

budding designers. After careful consideration by a panel of judges, the competition concluded with the announcement of the winners, highlighting the exceptional talent within the SRMIST community.

### Key Outcomes

The Logo Designing Competition successfully identified emerging talents while fostering an environment of engagement and inspiration among participants. By encouraging collaboration and enhancing design skills, the event not only showcased the creativity of the students but also solidified the department's commitment to nurturing future innovators. This initiative highlighted how design can bridge gaps, tell stories, and inspire change, reminding us all of the profound impact that creativity can shape our world.



### Celebrated Designs

#### Winner:

S. Chithriselvan – III B.Sc CS  
Pagalavan – I B.Sc CS

#### Runner-Up:

Harinarayanan – III B.Sc CS  
Thamarai – I B.Sc Cyber Security



# Celebrating Excellence in Biotechnology

*Abinandhanan R.M's Triumph: A Vision for a Sustainable Future*

Mr. Abinandhanan R.M, an M.Sc. student in Synthesis of ZnO Nanoparticles Using Plant spirit but also reflects the dedication and innovative extracts and their commitment of the 1st prize in the Poster Prospects for Application Department of Presentation at the in Antibacterial Textile," Biotechnology at SRMIST International Conference captivated the audience to promote research on Current Trends in with its focus on Congratulations to Mr. Biotechnology at Stella sustainability and practical Abinandhanan for Maris College, Chennai. applications in the textile inspiring his peers to push His award-winning industry. This accolade the boundaries of presentation, "Green not only highlights scientific inquiry! Abinandhanan's



# Illuminating Paths to Innovation and Collaboration



On September 14, 2024, the Department of Computer Science and Applications (MCA) at SRM Institute of Science and Technology, Ramapuram, hosted a seminar titled "Empowering Research: A Seminar on Consultancy and Funded Project Initiatives." Convened by Dr. R. Agusthiyar, led by organizing head Dr. D. Kanchana. The event brought 42 participants and aimed for collaboration amongst faculty members in the Faculty of Science & Humanities to promote innovative research.

A key highlight was Dr. S. Meyyappan, Deputy Director at the Centre for IoT, MIT, Chennai, shared invaluable insights on consultancy work and funding in advancing academic projects. His presentation covered themes such as the history of digitalization, the importance of multidisciplinary research, AI tools in enhancing research outcomes, and the societal changes driven by technological advancements. The seminar concluded by recognizing the contributions of management, Dr. Meyyappan, and all attendees.

## Alumni Interaction: Insights from the Industry

The ever-evolving media industry demands adaptability and innovation, a message that resonated during the Alumni Interaction session held by SRMIST Ramapuram's Department of Visual Communication on August 14, 2024. The event featured Mr. Nishanth, a YouTuber and Assistant Executive Producer from the 2017-20 batch, who shared his professional journey and practical insights with aspiring media professionals.

The session offered a candid look at the challenges and opportunities in the media landscape. Mr. Nishanth highlighted the importance of embracing unconventional career paths, leveraging college experiences, and adapting to technological shifts. "Media is not just about traditional roles anymore; opportunities lie in unexpected places," he shared, inspiring students to think beyond the norm.

Organized under the guidance of Dr. V. Prabhakaran, Head of Media Studies, and co-convened by Ms. P. Yuvarani, the session emphasized networking and adaptability as key to success in the industry. Through meaningful alumni engagement, SRMIST reaffirmed its commitment to equipping students with the tools needed to excel in their careers.



## F8 Foto Club Conducts Photography Workshop for Budding Enthusiasts

*Inspiring the Next Generation: Photography Basics Unveiled*



Photography is more than capturing moments—it's about telling stories through a lens. Embracing this idea, the F8 Foto Club of SRMIST Ramapuram's Department of Visual Communication conducted a photography workshop on October 5, 2024, at Maharishi Vidya Mandir, Mangadu. Designed for Class 11 students, the session introduced fundamental photography concepts while

inspiring creative exploration. The workshop blended theory and practice, covering camera types, the exposure triangle, lighting techniques, and lens functionalities. Students explored various photography genres and gained hands-on experience with manual camera settings. To sustain this enthusiasm, the school encouraged its own photography club. Guided by second-year Visual Communication

students—S. Diya, Sai Manikandan, Akshara, and Yogeswaran J—the workshop was organized under the mentorship of Ms. Sindhuja Sivaji (Assistant Professor, Viscom), with Dr. V. Prabhakaran (Head, Media Studies) as Convener and Ms. P. Yuvarani (Programme Coordinator) as Co-Convener. This initiative empowered young minds and nurtured a lifelong passion for photography.

## Inspiring Fresh Beginnings

*Orientation Programme for First-Year Visual Communication Students*



Starting college is more than just stepping into a new chapter—it's about building a foundation for future success. On July 10, 2024, the Department of Visual Communication at SRMIST Ramapuram set the tone for an inspiring journey during the second day of its Orientation Programme for first-year students. The highlight of the event was an engaging Alumni Interaction session, where experiences from seasoned professionals painted a vivid roadmap for the freshers.

Dr. V. Prabhakaran, Head of Media Studies, opened the session with a warm welcome, emphasizing the department's commitment to fostering creativity and professional growth. Alumni speakers, Mr. Sivasundar (2023 batch) and Ms. Poornima (2022 batch), offered real-world insights, sharing their college

experiences and lessons learned. They discussed how internships, competitions, and departmental activities shaped their paths, and stressed the value of networking with visiting professionals to unlock internship and career opportunities.

The session served as a motivational guide, encouraging students to step out of their comfort zones, embrace teamwork, and actively engage in every learning opportunity. Concluding with a vote of thanks by Ms. P. Yuvarani, Programme Coordinator, the event was expertly coordinated by Assistant Professors Ms. P.S. Padmavathy and Ms. Sindhuja Sivaji. This orientation promises to lay a strong foundation for the budding storytellers and innovators of SRMIST.



## Melodies and Metaphors

### A Lyricist's Journey Through Cinematic Storytelling

"Songs are not mere embellishments in cinema; they are the soul of its narrative, bridging emotions and visuals seamlessly."

The Department of Journalism and Mass Communication at SRM Institute of Science and Technology, Ramapuram, hosted an inspiring guest lecture titled *Melodies and Metaphors: Visual Representation of Lyrics* on September 12, 2024. The session featured renowned lyricist Mr. Ekadasi, known for his contributions to Tamil cinema with hits like *Aatha Oonjala* and *Kathari Poovazhagi*. The event shed light on his creative journey, which began in a small village and flourished into a career spanning over 400 films and numerous literary works.



During the session, Mr. Ekadasi delved into the evolution of songs in cinema, highlighting their role in condensing complex narratives into poignant moments. He shared personal anecdotes about the technical intricacies of songwriting and encouraged

students to reflect deeply on the issues they wish to address through their creative pursuits. The event concluded with an interactive Q&A session, leaving attendees inspired by the depth of insight and passion shared by the celebrated lyricist.

## A Gateway to Real-World Learning in Logistics

### A Student Outreach Programme

Imagine stepping into a field where every movement, from raw materials to finished products, is part of a complex web that drives the global economy. That's the world of logistics and supply chain management, and for 45 third-year B.Com students, this became a reality during the Student Outreach Programme held at the Indian Institute of Logistics in Chennai.



On 30th September 2024, the event brought together students eager to learn about the intricate processes that power industries worldwide. Adv. (Capt.) V J Pushpakumar, the Founder of the Indian Institute of Logistics, graced the event as the keynote speaker. With his extensive experience in the shipping and logistics sectors, Capt. Pushpakumar provided invaluable insights into the field, covering supply chain management, logistics operations, and the complexities of the import-export process.

The session was designed to not only enhance students' theoretical understanding but also offer practical insights into the logistics industry. With interactive discussions, students

were encouraged to engage with real-world challenges and ask questions to deepen their knowledge. This hands-on learning experience sparked interest in pursuing careers within the logistics, supply chain, and maritime sectors.

The outreach programme proved to be a resounding success, with participants expressing strong interest in exploring further opportunities in these fields. It was an enriching experience for all, reinforcing the importance of education beyond the classroom and motivating students to explore the dynamic world of logistics.

## Intellectual Engagement through Genius Gala

### Conducted by Department of Commerce

Brand building in educational institutions involves creating enriching experiences that define their identity and foster trust. The Department of Commerce at SRM Institute of Science and Technology took a significant step in this direction with the *Genius Gala: A Quiz Contest for Graduate Minds*, held from 15th to 25th May 2024. Targeted at final-year commerce students across Tamil Nadu, the quiz aimed to challenge participants with questions on brand logos and general knowledge.

Coordinated by Dr. S. Lakshmi and Dr. K. Punitha, the event

## Celebrating Academic Excellence: Toppers' Tribute

### A Journey through Books



A spirited celebration of academic brilliance took place as SRM Institute of Science and Technology's Department of Commerce and Technology's Department of Commerce hosted *Toppers' Tribute: A Journey through Books* at Dr. MGR Janaki Higher Secondary School in Virugambakkam, Chennai. This event, which happened on 10th October 2024 aimed at inspiring students and fostering healthy competition, saw 50 grade 12 students actively participating in a dynamic quiz competition.

The quiz spanned a variety of topics including general knowledge, science, literature, and current affairs, encouraging students to engage with a broad range of subjects. Divided into teams of four, participants competed in several rounds—rapid-fire, buzzer, and visual—crafted to challenge

and stimulate their intellect. Faculty members from the Department of Commerce, including Dr. T. Rani, Dr. Lakshmi, Dr. Salomi Backia Jothi, and Ms. Esther Reeta, ensured a well-organized and exciting atmosphere with expertly curated questions. The competition culminated in the distribution of academic books to the winning teams, promoting continued learning. The first-place winners received Quantitative Aptitude books, while the second and third-place teams were awarded books on Computer Science and Commerce. With enthusiastic feedback from students and teachers, this event not only celebrated academic success but also reinforced SRM Institute's commitment to intellectual growth, leaving a lasting impact on all involved.



# Pononam Celebration'24

A Festive Showcase of Tradition and Unity



SRM S&H celebrated Pononam 2024 with vibrant traditional attire, a beautifully crafted Poo Kolam, and an Onam-themed photo booth. The Kolam, made with colorful flowers, symbolized joy and prosperity, while the photo booth allowed everyone to capture moments against a backdrop of Kerala's rich culture with caricatures and festive decorations. Pononam 2024 was a celebration of tradition, unity, and cultural pride, bringing the department together in the true spirit of Onam.



Artwork Exhibits Presented by the Department of Visual Communication

# Script to Scream

A Masterclass with Ajay R. Gnanamuthu



On August 30, 2024, SRM Institute of Dr. V. Prabakaran, Head of Media Science and Technology, Ramapuram Studies, with Ms. P. Yuvarani, Campus, became a hub of creative Programme Coordinator for Visual exploration as the School of Media Communication, serving as co-convener, and Mr. B. Saravanan, Assistant Professor of Visual Communication, coordinating the event.

The event featured the celebrated film director Mr. Ajay R. Gnanamuthu, known for his gripping horror narratives, who guided students through the intricate journey of filmmaking, with a special focus on the horror genre.

The session kicked off with Mr. Gnanamuthu sharing his approach to breaking away from traditional Kollywood stereotypes. He encouraged students to explore innovative storytelling techniques, aiming to inspire them to craft horror stories that leave lasting impressions. His insights challenged the students to rethink conventional cinematic tropes and dive deeper into unique, impactful horror narratives.

This enlightening session was organized under the leadership of

An interactive Q&A session followed, where students enthusiastically engaged with Mr. Gnanamuthu on various facets of the filmmaking process. Adding an extra layer of excitement, he shared exclusive behind-the-scenes footage from his upcoming film, "Demonte Colony 2," giving students a rare look at the film's creative process and the innovative techniques employed to heighten its horror elements.

The masterclass was an overwhelming success, equipping students with valuable insights and sparking new inspiration. Participants left with a clearer vision for their future in the film industry, empowered with practical knowledge and a renewed passion for storytelling in horror.

## STUDENT RESEARCH PUBLICATION

Ms. S. Hemavarshini, Mr. V. L. Mr. V. L. Vibas Kalyan, Mr. S. Vibash Kalyaan, and Mr. S. Gopinath, III B.Sc. Biotechnology students, have made significant strides in their academic journey by publishing their research work in the journal *Environmental Geochemistry and Health*, which is published by Springer Link and boasts an impact factor of 3.2. Congratulations to these students for their remarkable achievement in contributing to scientific literature!

Mr. V. L. Vibas Kalyan, Mr. S. Vibash Kalyaan, and Mr. S. Gopinath, III B.Sc. Biotechnology students, have proudly published a book chapter in *Medicinal Phytochemicals: Exploring Nature's Pharmacy*. This contribution highlights their commitment to advancing knowledge in the field of phytochemistry. Congratulations to these students for their impressive achievement!



# Charting New Horizons

In an era where traditional journalism is rapidly transforming, the “New Age Media” workshop at SRM Institute of Science and Technology, Ramapuram, offered students a glimpse into the evolving landscape of journalism and the endless opportunities it presents.

Dr. N. Meenakshi, Head of the Department of Journalism and Mass Communication, warmly welcomed all guests and highlighted the significance of exploring the ever-evolving landscape of New Age Media. She introduced the chief guest, Mr. Karthikeyan, Deputy Assistant Editor at DT NEXT, recognizing his valuable contributions to the field of journalism.

Mr. Karthikeyan engaged the audience with insights into emerging trends in digital journalism, emphasizing the importance of adaptability and knowledge diversification for aspiring journalists. He discussed the complexities of content management in the digital age, addressing the balance between reducing information overload and maintaining editorial integrity.

Throughout the session, he encouraged students to cultivate a broad reading habit across various subjects, including journalism, social media, and literature, to enhance their professional skills. He stressed the need for a diverse skill set, combining



Mr. Karthikeyan, Deputy Assistant Editor at DT NEXT

writing, reporting, and photography, to thrive in the modern media landscape.

Following the technical session, an interactive Q&A segment allowed attendees to engage directly with Mr. Karthikeyan. He addressed pressing political issues, such as reservation policies and electoral bonds, while emphasizing the importance of maintaining professional detachment to ensure unbiased reporting.

The event concluded with a heartfelt vote of thanks delivered by Bharath, a first-year student. He expressed gratitude to the chief guest, faculty members, and attendees for their participation and contributions, encapsulating the enriching experience of the workshop. Feedback collected from participants indicated a high level of satisfaction, with 65% strongly agreeing that the workshop was beneficial. Additionally, 75% expressed interest in pursuing careers in New Age Media, highlighting the session's success in inspiring students.



As journalism continues to evolve with technological advancements and changing audience expectations, workshops like this play a crucial role in preparing students for the challenges and opportunities that lie ahead, ensuring they are equipped with the skills and knowledge necessary to navigate this dynamic field successfully.

## Aptitude Awaits: Crafting Career Paths at SRM IST's Workshop

As the landscape of career opportunities shifts and expands, the Department of Mathematics at SRM Institute of Science and Technology charted a course for success with its workshop 'Career Navigation: Tailoring Your Path with Aptitude Insights,' where students discovered the art of transforming aspirations into reality. On September 4, 2024, the Department of Mathematics at SRM Institute of Science and Technology, Ramapuram, hosted an insightful workshop titled “Career Navigation: Tailoring Your Path with Aptitude Insights.” Held in the AV Hall from 1:30 PM to 2:30 PM, the event attracted 80 enthusiastic participants to explore the nuances of career guidance.

The workshop was organized by Mrs. H.A. Bhavithra, Dr. S. Sindhuja, and Ms. C. Kayelvizhi, with Dr. Sindu Devi as the event coordinator. The session commenced with a warm welcome from Dr. Sindu Devi, who emphasized the importance of career guidance in shaping students' future.

The highlight of the event was the keynote address delivered by Mrs. I. Ashwini, an accomplished Assistant Professor at the Government Arts and Science College in Perumbakkam. With over 12 years of teaching experience and expertise in areas such as Graph Theory and Stochastic Processes, Mrs. Ashwini brought a wealth of knowledge to the table. During her keynote address, Mrs. Ashwini engaged



the audience with practical insights on aptitude development. She also provided valuable techniques for solving aptitude problems swiftly, fostering an interactive environment by encouraging student participation. Her explanations of both verbal and non-verbal reasoning

were clear and motivating, leaving the audience with actionable strategies to enhance their skills. The session concluded with a vote of thanks from Mrs. H.A. Bhavithra, who expressed gratitude for Mrs. Ashwini's intellectual contributions to the workshop.

## Pioneering Data Privacy in AI

In an era where data privacy is paramount, SRM Institute of Science and Technology (SRMIST) joined forces with Universiti Tunku Abdul Rahman (UTAR) to shed light on innovative privacy solutions within federated learning. The international workshop, titled Data Privacy Solutions in Federated Learning: Importance and Limitations - A Research Perspective, took place on September 12, 2024, and brought together students, researchers, and faculty to explore the evolving landscape of data security in AI.

The highlight of the event was the keynote address delivered by Mrs. I. Ashwini, an accomplished assistant professor at the Government Arts and Science College in Perumbakkam. With over 12 years of teaching experience and expertise in areas such as Graph Theory and

Stochastic Processes, Mrs. Ashwini brought a wealth of knowledge to the session. Dr. Senthamilarasu from UTAR led the session, presenting advanced research and practical insights into federated learning—an AI framework that enables machine learning across decentralized devices without compromising data privacy. Highlighting its applications in high-stakes sectors like healthcare and finance, he addressed the pressing need for secure data practices while acknowledging ongoing challenges in the field.

The workshop showcased SRMIST's commitment to providing global exposure and hands-on expertise in emerging research areas, underscoring the university's mission to empower students as future leaders in technology and innovation.

## Cultivating Creativity

*The English Literary Association Takes Flight*



Faculty members and student representatives at the inauguration of the English Literary Association, aimed at enhancing literary culture and fostering creativity at SRMIST.

In a remarkable initiative to enhance the literary culture within our institution, the Department of English and Other Foreign Languages proudly inaugurated the English Literary Association on August 6, 2024. This event marked a pivotal moment as it introduced a series of dynamic clubs aimed at fostering student engagement and creativity. Among the newly established clubs are the Literary Club, Theatre Club, Quiz Club, Journal Club, Book Review Club, Personality Development Club, Social Responsibility Club, and Rhetoric League.

The establishment of these clubs is designed to enrich both the academic and extracurricular

experiences of students, providing them with invaluable opportunities to explore their passions and talents. Each club serves as a vibrant platform for students to engage creatively, hone essential skills, and delve into diverse interests, ultimately contributing to their holistic growth and enriching the institution's academic environment.

The Literary Club aims to cultivate a love for reading and writing, while the Theatre Club encourages students to express themselves through performance and drama. The Quiz Club will challenge participants' knowledge across various subjects, fostering a spirit of healthy competition. Meanwhile, the Journal Club offers a space for

## Weaving Dreams

*Celebrating Tradition and Innovation on National Handloom Day*



On August 7, 2024, the SRM Institute of Science & Technology - Ramapuram, in collaboration with the Department of Fashion Designing and the Institution's Innovation Council, hosted "Kaithariku Kai Kudupom" to celebrate National Handloom Day. The event attracted 300 participants and highlighted the importance of preserving India's rich textile heritage.

Ms. Swetha Menon N. P, Head of the Department of Fashion Designing, welcomed attendees and emphasized the cultural significance of handloom weaving. Chief guest Mr. C. Sekar, a third-generation weaver and designer, shared his journey and innovative use of banana fiber. He discussed the unique stories behind each piece and the challenges traditional crafts face from industrialization and globalization, offering strategies for revitalization that

enhance artisans' livelihoods.

In addition to the enlightening talks, the event featured live demonstrations of traditional weaving techniques, allowing participants to witness the intricate process firsthand. This interactive component not only deepened attendees' appreciation for the craft but also provided aspiring designers with valuable insights into incorporating sustainable practices into their work.

The event concluded with Mr. J. Sathya Narayanan, Assistant Professor of Fashion Designing, delivering a vote of thanks, expressing appreciation for Mr. Sekar's insights and the collaborative spirit of the gathering. Through this event, SRM IST reaffirmed its commitment to sustainability, innovation, and supporting local artisans



budding writers to publish their work, and the Book Review Club invites students to share insights on their favourite reads, promoting critical thinking and discussion.

Additionally, the Personality Development Club focuses on enhancing soft skills that are crucial

for personal and professional success, while the Social Responsibility Club encourages students to engage with community service initiatives. Finally, the Rhetoric League aims to sharpen students' public speaking and argumentation skills, preparing them for future challenges.

## Film Appreciation Workshop Inspires Young Minds



Films are not just a medium of entertainment; they are a powerful tool for storytelling that captures human emotions, experiences, and perspectives. On September 11, 2024, the Department of Visual Communication, Faculty of Science and Humanities at SRMIST Ramapuram, brought this concept to life through a Film Appreciation Workshop at Don Bosco Matriculation School, Ayanavaram.

The workshop featured screenings of two thought-provoking short films, *Dreams* and *Chilra ila pa*, aimed at students from Classes 10, 11, and 12. These films sparked deep discussions among the students, who reflected on the themes, narratives, and the power of visual storytelling. Following the screenings, the participants delved

into the process of filmmaking, learning about the key steps involved in creating a film and the significance of each aspect in bringing a story to life. Led by Ms. Jenifer, Assistant Professor, and supported by second-year Visual Communication students Ms. Akshara and Mr. Sai Manikandan, the workshop blended interactive learning with valuable insights into the art of filmmaking. The event was convened by Dr. V. Prabakaran, Head of Media Studies, and co-convened by Ms. P. Yuvarani, Programme Coordinator, showcasing the department's commitment to nurturing the next generation of storytellers. The session not only engaged students in creative thought but also sparked a passion for visual storytelling that is sure to inspire their future endeavors.

## Photography Workshop at St. Joseph's School of Excellence

*F8 Foto Club Brings Photography Fundamentals to Aspiring Young Minds*



The art of capturing moments through a camera can transform the way we see the world. On September 12, 2024, the F8 Foto Club from the School of Media Studies, Department of Visual Communication at SRMIST Ramapuram, took the first step in introducing the magic of photography to the students of St. Joseph's School of Excellence, Mugalivakkam.

The workshop offered a comprehensive introduction to photography, covering essential topics such as the exposure triangle—aperture, shutter speed, and ISO. Students were introduced to various camera types and lenses, learning

how these tools influence the way images are captured. The hands-on session allowed them to experiment with camera settings, offering practical experience to complement the theoretical knowledge shared.

Guided by Dr. V. Prabakaran, Head of Media Studies, and Programme Coordinator Ms. P. Yuvarani, along with Assistant Professor Ms. Sindhuja Sivaji, the workshop was led by second-year Visual Communication students. This event proved to be an enriching experience, providing the students of St. Joseph's School with an inspiring introduction to the world of photography, sparking an interest in visual storytelling and creative career possibilities.

## Interactive Session on Wildlife Photography and Documentary

*F8 Foto Club and SONY Celebrate World Photography Day with Inspiring Workshop*



World Photography Day provided the perfect platform to explore the intricacies of wildlife photography. On August 19, 2024, the F8 Foto Club from the School of Media Studies, Department of Visual Communication at SRMIST Ramapuram, in collaboration with SONY, hosted an enriching Interactive Session on Wildlife Photography and Documentary.

The session featured renowned wildlife and motorsports photographer, Mr. Munish Palaniappan, who shared over 12 years of experience capturing the raw beauty of nature. Through stunning photographs and captivating documentary clips, he provided students with a

unique insight into the challenges and rewards of wildlife photography. Mr. Palaniappan's storytelling not only showcased his remarkable work but also revealed the creative process behind capturing such compelling visuals.

SONY representatives, Mr. Mustafa Bashar and Mr. Jagannath, introduced cutting-edge camera technologies and techniques that elevate wildlife photography. Students had the opportunity to engage with the latest SONY equipment, gaining hands-on experience and enhancing their understanding of the technical aspects involved. Guided by Dr. V. Prabakaran, Head of Media Studies, and Programme Coordinator Ms. P. Yuvarani, along with Assistant Professor Ms. Sindhuja Sivaji, the session inspired students to explore the dynamic field of wildlife photography, leaving them motivated to pursue creative careers in the world of visual storytelling.

# Celebrating Academic Excellence



Rank holders from the Department of BCA Rank holder from the Department of Journalism and Mass Communication

## Rank holders from the Department of Fashion Designing



## Rank holder from the English and Foreign Languages (EFL)



Shwetha M Subhashree B Monisha N Uma Maheswari V Suwetha R

The Department of MCA at SRM Institute of Science and Technology, Ramapuram, proudly announces the rank holders for 2024. **Ms. Shwetha M, Ms. Subhashree B, Ms. Monisha N, and Ms. Uma Maheswari V** all secured an impressive Rank 2, showcasing their dedication and hard work. Additionally, **Ms. Suwetha R** achieved Rank 3. Congratulations to these exceptional students for their outstanding academic accomplishments!

## Department of Commerce-PA



K. Sonakshi



S. Shridhaaran

Hearty congratulations to **Ms. K. Sonakshi** (First Rank, CGPA: 9.66) and **Mr. S. Shridhaaran** (Second Rank, CGPA: 9.49) from the 2021-2024 B.Com Hons (Professional Accounting) batch for securing top ranks at the university. Your dedication and exceptional achievements inspire us all!

## Department of Commerce-ISM



Varsha M



M Sneha

A standing ovation to **Ms. Varsha M** (First Rank, CGPA: 9.59) and **Ms. M. Sneha** (Second Rank, CGPA: 9.43) from the 2021-2024 B.Com (Information System and Management) batch for your outstanding accomplishments. Your success is a testament to hard work and excellence!



## Student Achievement: Viscom Department Recognizes Top Rank Holders

The Viscom Department celebrates the academic success of its students, with **Ms. Amrithavalli** securing the First University Rank with an outstanding CGPA of 9.4, and **Mr. Abhinav Raja** achieving the Second Rank with a CGPA of 9.38. These exceptional achievements reflect their dedication, hard work, and the department's commitment to excellence in education.



## MCA Department: Dr. D. Kanchana Receives Doctorate Degree

The MCA Department proudly celebrates the remarkable achievement of **Dr. D. Kanchana**, who recently received her Doctorate Degree. This significant milestone reflects her dedication to research and academic excellence. Her accomplishment sets a great example for the department and students alike, inspiring future scholars to push boundaries and contribute meaningfully to their fields.

## BCA Student Triumphs at International Hackathon



**Mr. K. Kaushik**, a III-year BCA student at SRMIST Ramapuram, secured the First Prize at the ETH Global Hackathon in Singapore, held from September 20 to 22, 2024. Competing against over 1,000 participants, Kaushik, in collaboration with Web3 Chennai, showcased exceptional skills in blockchain technology, earning a cash prize of \$2,000 (approximately Rs. 1,67,369).

## SRMIST Students Secure Second Place at Global AI Fest and Future Hackathon



On August 17, 2024, **Mr. Surya R and Mr. B. Venuchander** from SRM Ramapuram participated in the Global AI Fest and Future Hackathon, organized by Object Automation, an AI solutions and chip design service company. Their innovative project, "PathfinderAI," earned them an impressive Second Place in the competition. The project showcases their expertise in artificial intelligence and can be explored further at [PathfinderAIGitHub]. This accomplishment highlights the students' technical prowess and SRMIST's commitment to fostering creativity and innovation in AI.



## SRM Students excels in Badminton Doubles Tournament

**J. Aravind** of III B.Com (AF) and **G. Dhanush** of II B.Sc (Bio) showcased exceptional teamwork and skill by securing the Runners-Up Trophy in the Open Badminton Tournament 2024. The event, held at Wallgreen Badminton Academy, Chennai, on September 21, 2024, saw fierce competition among talented players. Their remarkable performance not only highlights their dedication to the sport but also brings pride to SRMIST Ramapuram. This achievement stands as an inspiration for aspiring athletes in the institution to excel both on and off the court.



Dr. P.M Kavitha, from the Department of Computer Science, Faculty of Engineering and Technology, SRM Institute of Science and Technology, Kattankulathur, has been officially conferred with her Ph.D. degree on 15th November 2024. A part-time internal research scholar, she successfully completed her Public Viva-

The Department of EFL proudly celebrates the remarkable achievement of Dr. Blessy. R, Dr. Kanagarasu. N and Dr. Rexmart. R, who have recently received their Doctorate Degree. This significant milestone reflects their dedication to research and academic excellence. Their accomplishments have uplifted the contour of our department and set as an illustration for the scholars to pursue on the same path.

## Exploring Innovation: Biotechnology Students Visit IIT Madras Research Park



To inspire future innovators, the Department of Biotechnology, SRM IST Ramapuram, organized an industrial visit to IIT Madras Research Park on September 27, 2024. The visit offered 18 M.Sc. Biotechnology students and two faculty members an immersive experience in the ecosystem of bio-startups, showcasing the intersection of research, innovation, and entrepreneurship.

Students engaged with four bio-startups: AATREL Green Renewable Energy, which presented eco-friendly renewable energy solutions; RANG BIO, focusing on affordable healthcare

advancements; ISMO Biophotonics, introducing transformative light-based imaging technologies; and JSP Enviro, demonstrating sustainable waste management and water treatment solutions.

This visit provided a real-world perspective on applying academic knowledge, with faculty guiding discussions to deepen understanding. It inspired students to explore innovative career paths in biotechnology, addressing global challenges in sustainability, healthcare, and environmental conservation.

## Dr. M. Kamaraj Hits a Century in Research: A Milestone Achievement in Biotechnology

In a remarkable academic feat, Dr. M. Kamaraj, Associate Professor and Head of the Department of Biotechnology at SRM Institute of Science and Technology (SRMIST), Ramapuram, has published his 100th research paper. This milestone is a testament to his unwavering commitment to advancing biotechnology and highlights his influential contributions to the field. With a career spanning years of pioneering research, Dr. Kamaraj's work has tackled significant challenges in biotechnology, ranging from molecular biology to sustainable solutions in environmental science. His publications have been instrumental in bridging gaps between theoretical knowledge and practical applications. Through his research, Dr. Kamaraj has established himself as a thought leader in the field, with his insights influencing both academic peers and industry professionals. This landmark achievement also reflects the commitment of SRMIST to fostering a culture of excellence in research. Dr. Kamaraj's dedication to scientific inquiry and mentorship has inspired countless students, many of whom have gone on to pursue their own successful careers in research and biotechnology. His 100th publication not only marks a personal achievement but also stands as a testament to the department's enduring commitment to advancing knowledge and innovation in the field of biotechnology.

## BCA Students Shine at National-Level Hackathon, Winning First and Third Prizes

SRMIST's Department of Computer Science and Applications (BCA) celebrates the success of its students at the national-level hackathon organized by Saveetha Engineering College, Chennai, on September 24, 2024. In a 10-hour coding competition with nearly 90 teams, our students clinched the First Prize, with **Mr. Venuchander, Mr. Surya, Mr. Kaushik, Mr. Ragul, and Mr. Vishwa**, earning Rs. 5,000,



and the Third Prize, with Ms. Meera and Mr. Saichelian securing Rs. 1,500. Their remarkable achievements reflect the department's commitment to nurturing innovation and excellence in coding and problem-solving.

## Embracing World Ozone Day



In a bid to raise awareness, SRM Institute of Science and Technology celebrated World Ozone Day with a special event focusing on ozone layer preservation and its critical role in sustaining life on Earth. On September 16, 2024, SRMIST's Faculty of Science and Humanities hosted a comprehensive session to commemorate World Ozone Day, bringing together students and experts to discuss ozone layer depletion and its impact on global climate change. The event featured two insightful lectures: one by Mr. P. Senthamil Selvan, an astronomy enthusiast and game developer, and the other by Dr. T. Vijayarani, a retired P.G. Chemistry Teacher

Mr. Senthamil Selvan's speech captivated the audience with his explanation of earthrevolution and the significance of our planet's rotational journey. Dr. Vijayarani's lecture focused on the science behind the ozone layer, its importance, the harmful effects of ozone depletion, and the damaging impact of substances like chlorofluorocarbons (CFCs). Her informative session empowered students with the knowledge needed to actively participate in global efforts to mitigate environmental degradation. By observing World Ozone Day, SRMIST reaffirmed its commitment to producing socially responsible students equipped with the knowledge and skills needed.



## SRM Ramapuram Hosts International Yoga Day Celebration

The Department of Computer Science and Applications at SRM Institute of Science and Technology, Ramapuram campus, organized a successful celebration of International Yoga Day on Friday. Held in Gallery Hall 4 from 10:00 AM to 11:00 AM, the event emphasized the significance of yoga in enhancing mental and physical well-being. The event began with a welcome address by Dr. J. Dhilipan, who highlighted the importance of incorporating yoga into daily life. Following this, resource persons from the Sky Yoga Centre, Chennai, conducted interactive sessions. Mrs. Vimala Jayachandran, Professor, elaborated on the connection between the body and mind, the role of Panchabuthas in health, and the benefits of Dayana (meditation). She also led a demonstration of Pranayama (breathing exercises) and various Mudras. The sessions concluded with an interactive Q&A segment, where participants' queries about yoga practices were effectively addressed. The celebration of International Yoga Day at SRM Ramapuram reaffirmed the institution's commitment to promote holistic health and mindfulness among its community.

## Industrial Visit to British Council.



Department of EFL & Psychology, Faculty of Science and Humanities, SRM IST, Ramapuram, organised an Industrial Visit to the British Council, Anna Salai on 30.07.2024 for BA English and BSc. Psychology students. This visit was coordinated by Assistant Professors Mrs. Aarthi and Dr. Blessy. R, under the guidance of Dr. T. Sri Devi. The visit not only broadened the understanding of international cultural relations but also highlighted the importance of education and professional development in a global context.

## Mastering the Art of Radio Content Creation



Behind every great radio show is compelling content that captivates and engages its audience. On August 5, 2024, SRM Institute of Science and Technology hosted a dynamic session to explore this on radio content creation, led by Ms. Srinidhi Vasudevan, Content Marketing Specialist at Aha OTT Platform. The session focused on essential skills such as scripting, storytelling, and voice modulation, equipping students with practical knowledge to enhance their radio production abilities.

She shared her expertise on crafting engaging narratives that resonate with listeners, while emphasizing the power of

voice modulation to maintain interest and convey emotions effectively. She also explored strategies for audience engagement, highlighting the importance of feedback and adapting content based on listener preferences.

The event concluded with a lively Q&A session, where students had the opportunity to delve deeper into radio production and its evolving landscape. This interactive session inspired many to consider careers in radio production, leaving participants with valuable insights into the industry's future and practical skills for content creation.

## Empowering the Future of Media Entrepreneurship



Mr. Pandian began his lecture with a thought-provoking quote from Bharathiyar and narrated his personal story, emphasizing the importance of setting realistic goals. He discussed how perseverance and hard work led him from a modest academic background to launching his own business, despite challenges along the way, such as initial resistance from his father-in-law. His ambitious vision, including educating 100 students and achieving a 100-crore turnover by 2030, motivated students to think big and take bold steps toward their entrepreneurial dreams.

The event on Media Entrepreneurship, held at SRM Institute of Science and Technology, sparked a transformative dialogue on the power of entrepreneurial vision in the media landscape. Mr. S. Pandian, founder of Kadhir Sudhir Automation Pvt. Ltd., shared his inspiring journey, from humble beginnings to building a successful business, offering valuable insights on how students can cultivate their own entrepreneurial ambitions.

The session provided practical guidance on media industry careers and entrepreneurship, stressing the importance of decision-making, risk tolerance, and long-term vision. Students actively engaged in a Q&A session, asking questions about career choices, global economic trends, and leadership ethics. The event concluded with a vote of thanks, marking the end of a successful and inspiring session.

## The Art of Storytelling with Director Mari Selvaraj



The Department of Visual Communication and Film Tech, Faculty of Science and Humanities at SRM Institute of Science and Technology, Ramapuram Campus in association with SS Music organised an event 'The Art of Storytelling with Director Mari Selvaraj' on 2nd August 2024, in the Gallery Hall, 4th Floor, Block 5. The Chief Guest, Director Mari Selvaraj was welcomed by our institution's dignitaries: Dr. C. Sundar, DEAN S&H, Dr. V.Dhilipan VP Admin and Dr. V. Prabakaran, HEAD/Media Studies. The event commenced with the welcome address delivered by our Head, Media Studies, followed by Director Mari Selvaraj's speech and interactive session with the students. It was a dynamic and interactive session, he shared his experiences and insights into the art of storytelling and also discussed his creative process, the importance of narrative structure, and the role of visual metaphors in enhancing a story's impact. The session, Director Mari Selvaraj generously shared his extensive knowledge and experience in filmmaking, scriptwriting, and direction. He explored the nuances of storytelling, emphasizing the importance of character development and the technical aspects of film production. The program was co-convened by Ms. Yuvarani, Programme Coordinator, Viscom and Mr. Shanmugananthan, Programme Coordinator, Film Tech. The coordination of the event was overseen by Ms. P. S. Padmavathy and Ms. HariPriya, Assistant Professors, Viscom. The event was recorded and later broadcast on SS Music YouTube Channel.



## Advancing Knowledge in Generative AI: A Comprehensive Two-Week Professional Development Programme



The SRM Institute of Science and Technology (SRMIST) recently hosted an insightful Professional Development Programme (PDP) from August 20 to August 31, 2024, aimed at enhancing the understanding and skills of faculty members and scholars in the rapidly evolving field of Generative AI. This two-week initiative brought together industry experts and academics to demystify concepts in Generative AI and explore its applications across various domains.

The programme commenced on Day 1 (August 20), with a welcoming address from Dr. R. Ramyadevi, Assistant Professor in the BCA Data Science Department, emphasized the objective of enhancing research skills among participants. The PDP focused on a series of lectures, workshops, and interactive discussions on key aspects of Generative AI.

First two days of PDP featured foundational knowledge presentations from Dr. M. Mohanapriya, Associate Professor at Coimbatore Institute of Technology, who discussed Generative Adversarial Networks (GANs) and their significance in image processing. This was complemented by a session from Ms. Devi S., Assistant Professor at Presidency University, who introduced participants to evaluation metrics for Generative AI, highlighting their importance across different data types.

Next two days (August 23-25), discussions led by Ms. Aruna focused on the ethical implications of Generative AI, stressing the need for

responsible development to mitigate biases.

Participants were engaged with hands-on workshops conducted by Dr. A. Lakshmi, applying theoretical knowledge to practical scenarios such as image generation and natural language processing.

The latter part of the programme, spanning Days 6-10 (August 26-30), featured expert insights from Dr. Ravi Kumar on technological advancements in AI, followed by Mr. Arvind, who addressed future trends and the significance of data privacy in AI applications. Ms. Aditi shared real-world applications of Generative AI, illustrating its transformative potential across various sectors.

As the programme concluded on Day 11 (August 31), participants provided positive feedback, highlighting the depth of topics covered. The valedictory session, led by Dr. Uma Shankari, Programme Coordinator and Associate Professor in the BCA Department, acknowledged the efforts of the organizing committee, speakers, and the active engagement of attendees.

The Professional Development Programme successfully advanced knowledge in Generative AI, equipping participants with essential skills while fostering meaningful discussions on ethical considerations and collaborative research. The PDP has laid a strong foundation for ongoing exploration and development in Generative AI.

# Lights, Camera, Action!

## Department of Film Technology Hosts Hands-On Workshop on Cinema-Grade Lighting and Camera Techniques

The Department of Film Technology at SRM Institute of Science and Technology held an immersive, full-day workshop titled "Lights On, Camera On" on August 21, 2024, where students gained hands-on exposure to professional lighting and camera techniques. Led by industry experts and coordinated by Mr. R. Manikandan, Assistant Professor, under the guidance of Dr. V. Prabakaran, Head of Media Science, this workshop brought together over 60 students from Film Technology and Visual Communication departments, keen to learn the tools and techniques shaping modern cinema.



Students gain hands-on experience with cinema-grade lighting and camera techniques during SRM Institute's immersive workshop on professional filmmaking

Attendees also examined the role of color contrast and contrast ratios in enhancing a scene's visual appeal and depth. The practical segment introduced students to Nanlite's range of lighting models, each with versatile features like adjustable

discovered the benefits of a full-frame sensor's wider field of view and superior low-light performance. Additionally, experts explained the difference between rolling shutters, which capture images line by line, and global shutters, which capture the entire

### Mastering Cinema-Grade Lighting Solutions with Nanlite

The first session, "Nanlite - Mastering Cinema Grade Lighting Solutions," guided students through the essentials of professional lighting. Industry experts demonstrated the intricacies of three-point lighting—a foundational setup using key light, fill light, and backlight to create depth and atmosphere in scenes.

Additionally, participants explored the visible light spectrum, focusing on wavelengths from 380 to 750 nanometers to understand color balance and natural lighting effects. A key highlight of this session was the discussion on continuous light, which provides steady illumination ideal for precise exposure and color reproduction.



color temperature, high CRI (Color Rendering Index) for accuracy, and variable light intensities. Through hands-on learning, students explored the powerful impact of professional lighting on storytelling and scene composition.

### Exploring Canon's Cinema-Grade Cameras

In the second session, titled "Canon - Mastering Cinema Grade Cameras," attendees delved into Canon's high-quality movie cameras, celebrated for their video excellence and adaptability. The session covered a comprehensive

overview of crop sensor and full-frame sensor cameras, where students frame instantly—ideal for fast-moving scenes with minimal distortion.

The workshop also highlighted Canon's innovations, including dynamic range capabilities that capture fine details in both bright and shadowed areas, as well as virtual reality lenses that facilitate 360-degree filming. The hands-on demonstration allowed students to experiment directly with these cutting-edge Canon cameras, learning practical techniques and gaining insights into creating immersive cinematic experiences.

# Fostering Empowerment

## Building Safer Spaces for Women



Creating an environment where women feel safe, empowered, and supported is not just a necessity but a collective responsibility. On 13th September 2024, the Department of Fashion Designing at SRM Institute of Science & Technology, Ramapuram, took a significant step toward this goal by organizing the seminar Empower, Educate, Protect: Creating a Safe Environment for Women. The event brought together students, legal experts, and community representatives to address critical issues surrounding women's safety through education, protection strategies, and collaborative initiatives.

Focusing on the pivotal role of education, the seminar explored ways to raise awareness about women's rights and available resources. Interactive training sessions equipped participants with self-defense skills, financial literacy, and mental health support tools. Role-playing

activities fostered confidence and assertiveness, while group discussions encouraged solutions to common barriers faced by women.

Legal experts underscored the importance of understanding rights and legal protections, offering valuable insights into current laws addressing violence against women. The seminar also showcased successful community programs that promote gender equality, inspiring attendees to take actionable steps in their own communities.

With over 95% of participants reporting increased awareness of safety concerns and precautions, the seminar served as a powerful reminder that empowerment, education, and collective effort are integral to fostering a culture of safety and respect for women.



## Inspiring Tomorrow's Visionaries

UTSAHA ADVAYA organised by Department of Commerce at SRM Ramapuram



In a dynamic blend of academia and industry insights, SRM Institute of Science & Technology, Ramapuram, recently hosted UTSAHA ADVAYA, a transformative event aimed at empowering students with real-world knowledge from leaders in commerce and finance. Organized on September 2, 2024, by the Department of Commerce and led by the Flaming Falcons team, the event took place in Gallery Hall 1 & 3, attracting 52 enthusiastic participants who eagerly engaged with expert speakers from the industry.

The event featured insightful sessions by accomplished professionals who shared their journeys and expertise. Ms. Shruthi, a Senior Analyst at Standard Chartered Bank, captivated the audience with her knowledge of data analysis, risk assessment, and strategic decision-making. She emphasized the importance of adaptability in today's rapidly evolving financial sector, motivating students to leverage their academic skills for impactful career growth.

Accompanying her was Mr. P. Maa Pranav, Project Manager at Katral Educations Pvt. Ltd., who discussed his role in driving educational innovation through effective project management. He highlighted the significance of leadership, teamwork, and communication in managing complex projects, offering students practical lessons on balancing responsibilities and achieving high-quality outcomes.

The event began with a warm welcome address by Ms. Madhu Shree, who expressed appreciation for the speakers' presence and their commitment to student education.

Mr. Ibrahim and Ms. Zaara Mariam introduced the speakers with heartfelt acknowledgments, setting a tone of respect and inspiration for the session. Both experts shared not only their technical knowledge but also personal stories, allowing students to connect with the real-world challenges and rewards of professional life.

To conclude the event, Mr. Harish extended a vote of thanks, commending the resource speakers for their valuable insights into current finance trends and investment strategies. His words resonated with the audience, emphasizing the speakers' role in enriching students' understanding of commerce.



## Empowering Fresh Minds

SRM's Three-Day Orientation for First-Year Students



SRM Institute of Science & Technology Ramapuram kickstarted the academic journey of its first-year students with a three-day orientation program from July 9 to 11, 2024, designed to equip them with essential skills for success in both academia and the professional world.

The three-day orientation program, held at Block V, AV Hall, saw 140 participants engage with a series of informative sessions aimed at preparing students for their academic and professional careers. The event began with a welcoming gesture from senior students, followed by an inspiring talk by Dr. Abraham Benjamin Samuvel, who emphasized the value of global communication and international exposure. Mrs. Gayathri Sathish, Headmistress at Mahatma Gandhi Matric School, highlighted the importance of innovative learning tools, while VJ Kalyani, a popular television presenter, shared her career journey and encouraged students to participate in extracurricular activities to enhance their soft skills.

On the second day, Mrs. K. Anandhi, Assistant Professor at the Department of Commerce, spoke about campus rules and regulations, guiding students on maintaining discipline throughout their academic tenure. Mr. Benedict Rozario, a senior recruitment professional, delivered a session on maximizing the college experience to boost career and personal growth, touching on topics like the growth mindset, cultural intelligence, and the era of AI. The final day featured Ms. T. Monisha, Branch Manager at Airtel, who provided valuable insights into placements and growth opportunities for freshers, motivating students to seize career development opportunities.

The orientation concluded with the students equipped with not only knowledge but also the motivation to make the most of their time at SRM, ensuring a balanced approach to academic excellence and personal development.

# Unveiling the Magic of Cinema: Department of Media Studies Hosts the First-Look Release of “BOMB” Movie



The allure of cinema came alive at SRM Institute of Science and Technology, Ramapuram Campus, on August 31, 2024, as the School of Media Studies, in collaboration with Vrutsa Entertainment, hosted the First-Look Release event for the highly anticipated film *BOMB*. The TRP Auditorium buzzed with energy, bringing together industry icons and a passionate student body in a celebration of art, storytelling, and cinematic innovation.

The evening commenced with an electrifying musical performance by the Boys Band, setting a spirited tone for the night's proceedings. A star-studded lineup took center stage, featuring noted personalities like Arjun Das, Shivathmika Rajasekhar, TSK Saravanan, Sabarish, Poovaiyar, and D. Imman, alongside other cast and crew from Gembrio Pictures. Their presence brought an extra layer of excitement as they engaged with the audience, sharing behind-the-scenes insights and their experiences working on the film. A special audiovisual presentation was arranged to welcome the distinguished guests, followed by an exchange of handcrafted mementos created by first-year Visual Communication students—a gesture



celebrating creativity and community.

The highlight of the event was the grand unveiling of *BOMB*'s motion poster, sparking enthusiastic applause and anticipation among attendees. The interactive session that followed allowed fans and students alike to connect with the cast and crew, discussing the journey of bringing the film to life and the creative processes behind it. This dynamic exchange of ideas offered valuable insights for budding filmmakers and cinephiles eager to understand the craft of movie-making.



The festivities concluded with an energetic dance performance by Groove 8, the Visual Communication dance club, leaving the audience invigorated and inspired. Convened by Dr. V. Prabakaran, Head of Media Studies, with co-conveners Ms. P. Yuvarani, Programme Coordinator, and Mr. Shanmuganathan, Programme Coordinator for Film Technology, this event was a resounding success, embodying SRMIST's commitment to fostering artistic expression and providing a platform for students to immerse themselves in the world of cinema.



## Data in Action

*BCA Students Dive into Industry Insights at ITCOT*

Chennai, for third-year BCA students. The day began with a warm welcome from ITCOT's Managing Director, Mr. P.R. Perumal, who convey the importance of data in effective decision-making. The session continued with insights from Senior General Manager Mr. G. Saravanan, who shared real-life applications of theoretical concepts in data analytics. Adding depth, Senior VP Mr. T. Aravindan explored B2B research, covering demand assessment, survey methods, and essential industry practices. The visit concluded with Senior Consultant Mr. Devasenathipathy's session on advanced data analysis. This hands-on experience left students inspired to be better equipped to apply their knowledge in practical settings, bridging the gap between theory and practice.

In the fast-paced world of data and technology, classroom knowledge truly comes alive when tested in real-world environments.

On July 27, 2024, SRM Institute of Science & Technology's Faculty of Science and Technology organized an industrial visit to ITCOT Ltd,

## Aerial Artistry

*Exploring Drone Cinematography and Techniques*

In an era where visuals redefine storytelling, mastering drone technology has become essential for modern cinematographers. On September 10, 2024, the Department of Visual Communication and Film Technology at SRM Institute of Science and Technology, Ramapuram Campus, organized an insightful workshop titled "Aerial Artistry," focusing on drone cinematography techniques and hands-on training in aerial perspectives. Held in the Preview Theater on the 6th floor of the PG Dental Block, the event catered to final-year B.Sc. and first-year M.Sc. Visual Communication students,

offering an intensive look into the latest in drone technology.

Led by Mr. Eshwar R., a seasoned Drone Pilot and Cinematographer from NPIX Production, the workshop covered essential topics including flight navigation, aerial videography and photography, as well as safety protocols and regulatory guidelines. Throughout the session, Mr. Eshwar guided students on mastering the control and nuances of aerial cameras, offering live demonstrations and insights into achieving cinematic quality from a drone's unique perspective.

## Promoting Safety and Awareness

*Collage Competition on Zero Accident Day*



In a world where safety is paramount, visual storytelling can be a powerful tool in spreading awareness. On August 30, 2024, the Department of English & Other Foreign Languages, in association with the National Service Scheme (NSS) at SRM Institute of Science and Technology, organized a Collage Competition centered around the theme "Zero Accident Day." This initiative, aimed at promoting accident prevention and safety, provided students with an opportunity to creatively engage in an important cause.

Held at Block V, Room 402, the event ran from 1:30 PM to 2:30 PM and attracted students from the Faculty of Science and Humanities. Participants were tasked with creating collages that visually conveyed messages about the significance of maintaining a safe environment and preventing accidents. This competition not only allowed students to showcase their artistic talents but also underscored the importance of promoting safety awareness within the campus community.

The event was supported by key advisors such as Dr. C. Sundar (Dean, FSH) and Dr. J. Dhilipan (Professor & Head, CSA, Vice Principal-Admin FSH), with Dr. T. Sri Devi leading the organization and Mrs. M. Nathiya, Dr. Agalya VT Raj, and Dr. N. Sumathi serving as conveners. The event successfully bridged creativity with a critical message, leaving participants with a deeper appreciation for safety and its role in preventing accidents.



## Reviving Community Connections

*A Theatre Club Initiative for Service and Sustainability*



Where social isolation is a growing concern, creating opportunities for meaningful interaction can be a powerful force in nurturing a sense of belonging. The Outreach Program titled "Revitalizing Community Bonds for Service and Sustainability," organized by the Theatre Club, Department of English & Other Foreign Languages at SRM Institute of Science and Technology, set out to bridge generations and build connections through service and care.

Held on September 30, 2024, at the Pachiammal Trust, Anbagam Old Age Home, the event focused on fostering inter-generational bonds while celebrating the spirit of community service. Volunteers, predominantly from the Theatre Club, participated in various activities like storytelling, mime performances, and dumb charades—each designed to entertain and engage the elderly residents, sparking social and emotional connections.



The event also saw a special dance performance by Theatre Club students Ms. Tejaswini, Ms. Bala Dharshini, and Ms. Nandhitha, of I B.A. English, bringing joy and unity to the gathering. More than just a performance, it was an embodiment of compassion, underscoring the importance of sustainable care and mutual respect within the community.

By creating a platform for young and old to share stories, laughter, and wisdom, this event celebrated the enduring power of community bonds, fostering an inclusive atmosphere that highlighted the need for collective responsibility in sustaining these connections.

## Independence Day Celebration

*SRM Ramapuram's Campus Life Celebrates Freedom with Talent and Unity*



As the nation commemorated its freedom, SRM Ramapuram's Campus Life took the celebration a step further, infusing the spirit of Independence Day with creativity, energy, and artistic flair. The campus came alive with performances that captured the essence of India's journey to freedom and its cultural richness.

The event began with an electrifying performance by Team Error 404, whose blend of contemporary and patriotic music set the perfect tone for the evening. The audience was then moved by a poignant MIME performance, where silent yet powerful gestures illustrated the sacrifices made during India's struggle for independence. The performances, ranging from music to dance, were a vibrant reminder of unity, resilience, and the ongoing journey of a nation defined by its diversity. Organized by Campus Life, this event not only entertained but also inspired reflection on the values of freedom and unity that bind the nation together.



# Editing for Impact

*Crafting the Art of Storytelling through Technique*



Film editing is more than just cutting scenes; it's the art of shaping a story, creating rhythm, and enhancing emotion. On August 12, 2024, SRM Institute of Science and Technology, Ramapuram Campus, took a step forward in nurturing creative storytelling by hosting an exclusive workshop titled "Editing for Impact: Techniques to Shape Your Narrative," organized by the Department of Visual Communication and Film Technology in collaboration with SS Music.

Held in the Preview Theater on the sixth floor of the PG Dental Block, the workshop was guided by the acclaimed editor RK Selva, whose work has shaped numerous narratives within the film industry. The event was inaugurated by Dr. C. Sundar, Dean of the Faculty of Science and Humanities, alongside Dr. V. Prabakaran, Head of Media Studies, both of whom emphasized the significance of mastering editing as a tool for impactful storytelling. RK Selva, with his vast expertise, shared how nuanced editing techniques can profoundly influence the narrative flow and audience engagement,

transforming raw footage into a compelling story.

The workshop included an interactive segment, allowing students to delve into the technical and creative dimensions of film editing. Through insightful exchanges, RK Selva answered questions about the intricacies of the editing process, such as maintaining narrative consistency, tackling post-production challenges, and making creative decisions that enhance the emotional depth of a scene. His guidance highlighted the precision and artistry required in making each cut meaningful, urging students to view editing as a lens through which stories are not only told but deeply felt.

Convened by Dr. V. Prabakaran and supported by Ms. P. Yuvarani, Programme Coordinator, and Assistant Professor P.S. Padmavathy, this workshop served as an enlightening experience for students. It underscored the role of editing in cinematic expression, leaving students inspired to apply their newfound insights in shaping powerful narratives of their own.

# Unlocking the Hidden Depth of Literature



**The Power of Short Stories** Short stories have an extraordinary ability to capture the essence of human experiences, often revealing the unspeakable truths that lie beneath the surface. With this in mind, the Department of English & Other Foreign Languages at SRM Institute of Science and Technology hosted a captivating guest lecture for B.A. English and B.Sc. Psychology students. The lecture focused on the unique role that short stories play in literature, offering students an opportunity to delve deeper into how these concise narratives communicate complex themes and emotions.

The session provided a fresh perspective, helping students understand the broader significance of short stories beyond their surface-level simplicity. By examining narrative techniques, character development, and thematic depth, the guest speaker enriched students' literary appreciation and gave them new tools to interpret stories that often speak to the heart of human nature. This event was a great opportunity for students to gain practical insights into the power of storytelling and its enduring relevance in both psychology and literature.

# Bridging Global Insights

*Mastering Research Methodology for Academic Excellence*

In this advancing world, research lies at the heart of intellectual development, and having the right tools and methodologies can shape the future of academic work. The One-Week International Virtual Workshop on Excellence in Research Methodology, hosted by the Department of English & Other Foreign Languages at SRM Institute of Science and Technology, offered a transformative learning experience, providing students with invaluable insights into the art of effective research.

Held from September 23 to 28, 2024, the six-day workshop brought together national and international experts in the field of English language and literature, each contributing to a comprehensive exploration of research techniques. Every day focused on a different facet of research excellence, equipping participants with advanced skills and knowledge essential for conducting high-quality research.

Led by renowned faculty members, including Dr. C. Sundar, Dean of the Faculty of Science and Humanities, and Dr. J. Dhilipan, Professor & Head of CSA, the event also benefited from the guidance of Dr. T. Sri Devi, the organizing head, with support from conveners Mrs. M. Nathiya and Dr. Agalya VT Raj. This event successfully fostered a collaborative academic environment, bridging gaps between research experts and participants, while enriching the academic community with global perspectives on research methodologies.

# Literary Minds Compete

*B.A. English Students Showcase Their Literary Knowledge at SRMIST's "Books and Authors" Quiz*

In an intellectually stimulating event, the Department of English & Other Foreign Languages at SRM Institute of Science and Technology, Ramapuram Campus, organized a Books and Authors quiz competition for B.A. English students on October 8, 2024. The quiz, held from 2:00 PM to 3:00 PM in Block V, Room No. 402, aimed to test and enhance students' understanding of significant literary works and their authors, fostering a deeper appreciation for literature among the next generation of English scholars.

The event served as an exciting platform for students to display their literary insights and knowledge, offering a competitive yet collaborative environment where participants worked in teams to answer questions covering a wide range of topics—ranging from historical masterpieces to contemporary literary giants. The quiz was designed not only to challenge students but also to stimulate their interest in expanding their literary horizons and developing broader reading habits. It contributed to SRMIST's ongoing efforts to promote intellectual development and academic excellence, aligning with the institution's educational goals and the United Nations' Sustainable Development Goals.

The event's success highlights SRMIST's commitment to fostering critical thinking, enhancing literary knowledge, and cultivating an environment where students are encouraged to engage deeply with the world of literature.

# A Stand for Health

*SRM Ramapuram's Campus Life Leads Campaign for a Drug-Free Future*

In a powerful demonstration of commitment to student welfare, SRM Ramapuram's Campus Life took a firm stance against drug abuse with a campus-wide awareness campaign. The event aimed at educating students about the dangers of drug use, while promoting a healthier, drug-free lifestyle on campus. Kicking off with an insightful address by Mrs. Jean, Assistant Dean of Campus Life, the campaign set a strong tone for collective responsibility. Dr. C. Sundar, Dean of the Faculty of Science and Humanities, echoed the importance of creating a supportive campus environment. The day's events featured a striking placard display and an awareness march with over 50 students participating, drawing attention to the significance of a drug-free campus. Organized by Campus Life, the campaign underscored the institution's commitment to the health and well-being of its students, reinforcing the importance of proactive education and a unified effort to build a safer, healthier campus.



# Reviving Tamil Heritage

*V.O. Chidambaram Pillai and His Legacy*



In a time when literature holds the power to shape our understanding of identity and culture, the Department of Science and Humanities at SRM Institute of Science and Technology, Ramapuram, Chennai, took a significant step in celebrating the profound contributions of Tamil scholars through an enlightening webinar. On August 30, 2024, the Tamil Mandram hosted its monthly webinar titled "V.O.C. and Tamil" featuring a thought-provoking talk by Mr. Rengaiya Murugan, the Librarian at the Chennai Development Research Institute, Adyar.

The session delved deep into the legacy of V.O. Chidambaram Pillai, the renowned "Ship King of Tamil Nadu," highlighting his multifaceted contributions to Tamil culture and

language. While V.O.C. is often revered for his revolutionary role in maritime history, the discussion expanded on his lesser-known efforts to advance the Tamil language and its cultural renaissance. Mr. Murugan provided fascinating insights into how V.O.C.'s life went beyond his iconic identity and explored his broader impact on the social and educational development of Tamil Nadu.

Throughout the session, students and participants were captivated by the wealth of intriguing facts and stories from V.O.C.'s life, which illuminated his steadfast commitment to the Tamil language and culture. This event was not only an academic exploration but also a tribute to a great patriot and intellectual whose contributions continue to inspire generations.

# Celebrating National Pride Through Art

*SRMIST Hosts Wall Paper Craft Competition*



In a creative nod to the nation's defenders, the Department of English & Other Foreign Languages at SRM Institute of Science and Technology, Ramapuram Campus, organized a Wall Paper Craft Competition on October 8, 2024, in honor of Indian Air Force Day.

The competition, conducted under the auspices of the Journal Club and Quiz Club, was exclusively for students of the Faculty of Science and Humanities (FSH), offering them an opportunity to express their artistic skills while celebrating a significant aspect of India's defense sector.

The event took place in Block V,

Room 402, between 1:00 PM and 2:00 PM, with the theme centered on showcasing the valor and importance of the Indian Air Force. Participants were tasked with creating visually compelling wall crafts that embodied the spirit of patriotism and the nation's pride in its defense forces. The competition provided a platform for students to not only demonstrate their artistic creativity but also engage with a theme of national importance, reinforcing the institution's commitment to fostering innovation, critical thinking, and the values of teamwork and respect for the country's defense forces enhancing educational vibrancy.

## Unlocking the Power of Statistical Data Analysis

### A Virtual Session for Commerce Students

Data drives decisions, and in the world of business, mastering statistical analysis is key to making informed, impactful choices. On September 9, 2024, the Department of Commerce at SRM Institute of Science and Technology hosted a transformative session on Statistical Data Analysis, conducted virtually from 2:30 PM to 3:30 PM. With 152 participants, the event aimed to provide students with a deeper understanding of statistical methods and their application in business and research.

The session was convened by Mr. S. BalaKrishnan, Dr. P. Maheswari, and Ms. R. Revathi, with Dr. G. Vengatesan, Associate Professor and Head of the Department of Commerce (Business Analytics) at KPR College of Arts Science and Research, Coimbatore, as the resource person. Dr. Vengatesan, a distinguished academic with over 83 conferences, six Indian patents, and significant contributions to research,

provided a wealth of knowledge on statistical tools and methods. He emphasized the vital role statistics plays in business decision-making, from data collection and hypothesis formation to analyzing complex data for predictive insights.

The session highlighted key areas like research methodologies and statistical data analysis tools, equipping participants with valuable skills for both academic research and professional growth. Dr. Vengatesan's insights on managing complex projects and making informed business decisions using statistical analysis were well-received by students and faculty alike. The session ended with a vote of thanks by Mr. S. Balakrishnan, who expressed gratitude to Dr. Vengatesan for his enriching contribution to the event. This session successfully equipped attendees with the essential skills for navigating the evolving field of data analysis, contributing to their academic and professional growth.

## SRM Ramapuram Students, Department of Commerce Navigate the World of Logistics at Chennai Port



SRM Institute of Science & Technology, Ramapuram, organized an industrial visit for 45 B.Com students to the Chennai Port Trust on September 30, 2024. The visit, held in collaboration with the Indian Institute of Logistics (IILS), that explored the complexities of port operations, import-export processes, and sustainable logistics.

operational structure and global significance. The day included an in-depth exploration of supply chain components such as warehousing, freight forwarding, customs clearance, and logistics management, as well as a live demonstration of container management systems that incorporate advanced tracking technologies.

Guided by event convenor Dr. P. Suseela and coordinators Dr. T. Rani and Mr. K. Murugan, the students were welcomed by Mr. M. Srinivas, Deputy Manager of Corporate Communications at IILS, who led an insightful session on Chennai Port's

Participants were exposed to essential software tools for cargo tracking, inventory management, and customs compliance, along with practical demonstrations of import-export procedures. Discussions highlighted sustainable practices

in logistics, including fuel-efficient routes and green warehousing, emphasizing the industry's shift towards environmentally conscious operations.

The visit concluded with a Q&A session where students interacted with port officials, gaining first-hand insights into the opportunities and challenges of the logistics sector.

This immersive experience bridged the gap between classroom knowledge and real-world applications, equipping SRM students with practical skills and a deeper understanding of the maritime industry's role in global trade.

## A Path to Financial Success

### Unlocking the Power of CFA Certification



SRM Institute's seminar on Chartered Financial Analyst (CFA) certification on August 30, 2024, offered students invaluable insights into the professional journey that could redefine their futures in finance.

This in-depth session, featured Mr. Subramanian Swaminathan, Academic Head of CFA at Fin Chartered Academy, who expertly navigated the intricacies of the CFA program. With a clear focus on the advantages of pursuing professional courses over traditional degrees, Mr. Swaminathan emphasized how the CFA curriculum equips candidates with advanced financial knowledge and analytical skills critical to excelling in the global finance sector.

The seminar covered the structure of the CFA program, detailing its three levels, core subjects, and the financial commitment involved. Students were introduced to the significant opportunities the program offers, as well as the long-term value of obtaining such a prestigious

qualification.

Further enriching the session, Mr. Shaaz Faruqui provided insights into internships and the US-based CMA qualification, giving attendees a broader view of the diverse opportunities available in finance.

The event fostered a dynamic exchange of ideas, with a Q&A session where students could clarify their doubts about the program and its career benefits. The seminar concluded with a vote of thanks by Mr. Ashin Tom Sebastian, who acknowledged Mr. Swaminathan's contribution in empowering students with the tools to make informed decisions about their professional futures.

By the end of the session, students were not only more confident in their understanding of the CFA program but also better equipped to make strategic career choices that align with the evolving demands of the financial world.

## Lens on Creativity

### Showcasing the Talents of Young Photographers at "Click N Click," Hosted by the Department of Commerce

SRM Institute's recent Click N Click photography contest provided a unique platform for students to showcase their creative process. Over the course of ten days, budding photographers from across various schools participated in this online event, embracing the challenge to capture the world through their lens, while honing their technical skills and artistic vision.



From August 20 to August 30, 2024, the Click N Click contest invited participants to explore their creative boundaries and express their emotions through photography. The virtual event gathered 66 enthusiastic participants, all eager to display their perspectives and talents.

Participants were encouraged to capture moments that spoke to their personal stories, helping them develop both technical expertise and artistic flair.

The contest concluded with showcasing stunning images, celebrating the vibrant talent of the next generation of photographers.

## Exploring Sustainable Agriculture

*A 3-Day Student Outreach Programme at Shenbagam Organic Farm*

From seed to sustainability, SRM Institute of Science & Technology's Department of Commerce organized an enlightening 3-day Student Outreach Programme at Shenbagam Organic Farm in Walajabad, Kancheepuram, from October 8-10, 2024. This immersive experience provided 54 students with valuable insights into the world of organic farming and its vital role in promoting environmental health and sustainability.

**Day 1 - Introduction to Organic Farming and Sustainable Practices (08.10.2024)**

The first day kicked off with a guided tour where students learned about sustainable farming practices such as composting, natural pest control, and organic fertilizers. They also explored the farm's eco-friendly initiatives, including rainwater harvesting and the use of solar energy, all aimed at promoting environmental sustainability.

**Day 2 - Hands-On Learning and Challenges in Organic Farming (09.10.2024)**

On the second day, students engaged in practical activities like planting seeds and preparing compost. They discussed the challenges faced by organic farmers, such as pest management without chemicals, and the economic aspects of organic farming. A Q&A session helped clarify market trends and the impact of climate change on agricultural practices.



**Day 3 - The Future of Organic Farming and Career Opportunities (10.10.2024)**

The final day focused on the future of organic farming, exploring innovations like precision agriculture and digital tools. Students also learned about the growing demand for organic products and the career opportunities in sustainable agriculture, agronomy, and environmental conservation.

This 3-day visit successfully bridged classroom learning with practical, hands-on experience. Students gained a deeper understanding of organic farming's role in sustainability and many expressed an interest in pursuing careers in this field, underscoring the programme's impact in inspiring the next generation of agricultural leaders.

## Revolutionizing Finance

*The Power of Fintech*

Fintech is revolutionizing the financial landscape, introducing groundbreaking solutions that enhance accessibility, efficiency, and innovation. To emphasize this in academic learning The Department of Commerce at SRM Institute of Science and Technology, Ramapuram, conducted an insightful webinar on The Role of Fintech in Financial Institutions on August 28, 2024. Led by Dr. A. Dhanalakshmi, an esteemed academic and global expert, the session delved into the transformative impact of fintech innovations on financial systems and services.

The webinar explored how fintech solutions, such as digital wallets and peer-to-peer lending, are reshaping financial access,



streamlining operations, and fostering entrepreneurship. Dr. Dhanalakshmi also shed light on the sector's potential to create diverse employment opportunities and enhance efficiency within financial institutions, while maintaining ethical standards in financial practices.

Engaging over 70 participants, the session emphasized the importance of adapting to fintech-driven changes. Attendees found the event highly beneficial, with the majority rating it as highly impactful. The webinar served as a valuable platform to understand fintech's evolving role in shaping the future of financial institutions.

## Engaging Minds

*Current Affairs Clash at SRM Ramapuram*

"Knowledge is power, and staying informed is the key to unlocking it." With this ethos, the Department of Commerce at SRM Institute of Science and Technology, Ramapuram, hosted the Current Affairs Clash on 30th September 2024. Organized by the AHE Club, the event brought together 30 students from B.Com Honours (PA) for an engaging quiz competition that tested their awareness of recent global and national developments.

The competition featured multiple rounds, including general knowledge and rapid-fire segments, which created a lively and competitive atmosphere. Participants showcased impressive knowledge across topics such as politics, science, and technology, demonstrating their critical thinking and problem-solving skills. The event not only fostered awareness but also emphasized the importance of lifelong learning and staying updated with current events.



All participants received certificates of participation as recognition of their efforts and enthusiasm. The event successfully promoted inclusivity, teamwork, and a culture of learning, contributing to the principles of Sustainable Development Goal 4—ensuring inclusive and equitable quality education.

The success of the Current Affairs Clash has laid the groundwork for future initiatives, with plans to expand themes and involve a larger audience, further reinforcing SRM's commitment to fostering knowledge and community spirit.

## Unlocking New Career Pathways for Commerce Students



The world of finance offers endless opportunities, and a two-day seminar organized by the Department of Commerce at SRM Institute of Science and Technology aimed to open doors for first-year students to explore these avenues. Hosted by the Flaming Falcons - Professional Club in collaboration with FinCharted Academy, the seminar introduced students to career-enhancing courses like ACCA and CFA, which are increasingly vital for aspiring finance professionals.

The seminar proved to be an informative and engaging experience for the students. Active discussions and hands-on advice enriched their understanding of how specialized certifications can enhance career prospects and expand professional horizons in finance. The event was an invaluable step toward helping students envision and pursue careers beyond the traditional paths, setting them on a course toward success in the finance industry.

The session featured industry experts such as Mr. Shaaz Faruqui, Co-Founder & Faculty, Mr. Hassan, Brand Development Manager, and Mr. Anirudh, Brand Development Manager, all of whom shared their expertise and insights into the world of professional finance certifications. They focused on the ACCA program, explaining the structure of the course, which consists of 3 levels and 8 papers, with exams conducted quarterly. These discussions provided a comprehensive overview of the qualifications required to succeed in today's competitive finance landscape.



## Script to Screen

A Cinematic Masterclass with Director R. Parthiban



In a unique learning experience, SRM Ramapuram's Department of Visual Communication and Film Technology, alongside SS Music, welcomed renowned filmmaker Radhakrishnan Parthiban to lead an engaging 'Script to Screen' session on November 16, 2024.

Director Parthiban, known for his innovative storytelling, captivated the audience with his extensive knowledge of filmmaking, scriptwriting, and character development. He discussed the intricate layers of crafting a story, from the early stages of scriptwriting to the final cut. His insights into character arcs, narrative structure, and the role of technical finesse in film production emphasized the art and discipline required in cinema. Parthiban's open, friendly approach fostered an interactive atmosphere, allowing students to explore questions and ideas freely, gaining a practical perspective on the collaborative nature of the film industry.

Co-convener by Ms. Yuvarani and Mr. Shanmugananthan, and coordinated by Ms. P.S. Padmavathy and Mr. D. Saravanan from the Visual Communication faculty, the event was a seamless blend of inspiration and education. The session was later shared on the SS Music YouTube Channel, extending the insights and learning beyond the campus walls. This masterclass enriched students' understanding of cinema and underscored SRM's dedication to bridging academic learning with real-world expertise.



## Tuning Into Industry

Visual Communication Students Go Live at Radio City



In an unforgettable blend of learning and industry immersion, students from SRM Institute of Science and Technology's School of Media Studies, Department of Visual Communication, took part in an eye-opening industrial visit to 91.1 FM Radio City in T. Nagar, Chennai. Held on September 12, 2024, this visit offered the M.Sc. Visual Communication students a unique chance to dive deep into the world of radio broadcasting and experience the creative energy that powers the airwaves.

Guided through the core departments of Radio City, a group of 19 students explored the inner workings of programming, production, sales, and marketing. Each team welcomed the students with hands-on insights, breaking down the intricacies of radio production, advertising strategies, and the meticulous planning that brings a broadcast to life. Through these exchanges, students learned firsthand how every segment and sound byte is crafted, edited, and transmitted to create a seamless listening experience.

A highlight of the visit was the students' participation in live broadcasting alongside the

dynamic RJ Munna. This special opportunity allowed them to go on air, engaging in live conversations and interacting with RJ Munna, which was broadcasted across Chennai on Radio City at 5:20 p.m. The thrill of being live on-air, coupled with RJ Munna's guidance, made this hands-on experience both memorable and inspiring.

The visit wrapped up with a lively Q&A session, where students eagerly posed questions to the station's professionals, from production techniques to audience engagement strategies. Each question was met with comprehensive responses from the Radio City team, who encouraged the students to think creatively and critically about the medium's future.

This industrial visit to Radio City didn't just provide technical knowledge; it instilled a profound appreciation for the dedication and innovation that fuel the radio industry.

For M.Sc. Visual Communication students, it was a day of inspiration, sparking new ideas for their future careers and bridging the gap between classroom theory and industry reality.

## Behind the Mic

Visual Communication Students Explore the World of Hello FM

Stepping into the world of live radio, students from SRM Institute of Science and Technology's Visual Communication program recently experienced the energy and craft of Hello FM 106.4 in Chennai. On October 5, 2024, this group of budding media professionals had the opportunity to witness how a radio station's pulse beats through seamless coordination, creativity, and engagement, gaining a first-hand look at the daily rhythm that brings radio broadcasts to life.

Led by Assistant Professor Ms. Jennifer, under the direction of Convenor Dr. V. Prabakaran and Co-convenor Ms. P. Yuvarani, the students explored Hello FM's dynamic environment. Observing an RJ in action during a live show, they saw the split-second decision-making,

storytelling finesse, and adaptability required to hold the attention of thousands of listeners. The RJ's ability to engage, entertain, and react with spontaneity offered a vivid example of the skills essential to a career in radio.

Beyond observing the live show, the students were given a comprehensive behind-the-scenes tour of Hello FM. They explored each department, from programming and content creation to the technical aspects that keep the station operating smoothly. By delving into the team-driven nature of radio production, the students gained a deeper understanding of how each role contributes to the broadcast process, reinforcing the importance of teamwork and adaptability in the industry.



# Cinema as Life's Mirror



In a world where stories shape perceptions, inspire dreams, and mirror reality, cinema stands as a profound medium for celebrating life. SRM Institute of Science and Technology, Ramapuram Campus, recently captured this spirit by hosting an inspiring event titled "Celebrating Life Through Cinema." This session invited students to delve into the depths of storytelling, guided by none other than acclaimed filmmaker Director Radha Mohan, whose work exemplifies the delicate art of connecting cinema with life's most meaningful moments.

Held on August 13, 2024, in the Preview Theatre, the event was an immersive experience for students of the Department of Visual Communication and Film Technology. Dr. V. Prabakaran, Head of Media Studies, set the tone for the event by introducing the theme and underscoring cinema's power to resonate with universal truths. His welcome emphasized the potential of visual storytelling to spark conversation, empathy, and understanding.

The session was centered around an engaging Q&A with Director Radha Mohan, who brought decades of filmmaking experience to life for the audience. Through this interactive format, students had the rare opportunity to inquire about the practical aspects of filmmaking, from

filmmaking, from the intricacies of directing to the creative decisions behind storytelling. Radha Mohan's responses provided invaluable insights, highlighting how thoughtful cinematic techniques can be used to weave narratives that capture the essence of the human experience. With each response, the director offered glimpses into his creative process and the values that drive his storytelling. He emphasized the responsibility filmmakers hold in portraying life with authenticity, noting that cinema is a reflection of society's complexities, joys, and challenges.

His wisdom not only expanded students' knowledge of visual communication but also instilled a deeper respect for the role of cinema in shaping cultural dialogues. The event, convened by Dr. V. Prabakaran and co-convened by Ms. P. Yuvarani, Programme Coordinator, with coordination by Assistant Professor J. Jenifer, proved to be a powerful experience for the students, sparking inspiration and a renewed commitment to their craft.

# SRM Institute of Science and Technology Celebrates Student Leadership

In a grand celebration of student leadership and responsibility, with an inspiring event that saw new student leaders stepping into their roles.

Dr. V. Deepa, Programme Coordinator of the Department of Accounting & Finance, introduced the esteemed Chief Guest, Ln. PMJF P. Balaji, M. Pharm, Managing Director of MIDZ Arc Company Pvt. Ltd., Chennai.

Chief guest engaged the students in a conversation about college life, the importance of placements, and how

accounting and finance serve as the backbone of the commerce industry. Balaji also emphasized the "4 M's" – Men, Material, Management, and Money – as the pillars of success in any field. The Chief Guest presented badges to the newly elected office bearers of the Department of Accounting and Finance (DOAF) club, highlighting the importance of such ceremonies in enhancing student leadership and community spirit.

# Exploring Entrepreneurship and Innovation

A Field Visit to IIT Madras Research Park

In today's rapidly evolving technological landscape, the importance of entrepreneurship and innovation cannot be overstated. On July 20, 2024, the Faculty of Science and Humanities, in collaboration with the Department of Computer Science and Applications (BCA Data Science), hosted a field visit titled "Exploring Entrepreneurship & Innovation" at the IIT Madras Research Park. This event witnessed live demonstrations, enriching experience brought together 60 enthusiastic second-year students eager to delve into the world of startups and technological advancements.

The final session featured Ankit Jaiswal, Founder & CEO of Qwings, who focused on transforming education through modern STEM infrastructure. He highlighted the importance of comprehensive management services and introduced participants to the continuous upgrades in schools, Incubation Cell and showcased inspiring videos of successful startups that have emerged from the Research Park. Notable mentions included Ather, India's first electric vehicle, Stellapps, an IoT and cloud-based monitoring system, and Guvi, an e-learning platform that reflects the diverse innovations fostered at IITM.

Following this, the co-founders of Panoculon Labs, Sreeraj R and Rishabh Sharma, presented their groundbreaking products. They introduced Drishti, an AI-powered visual environment translator capable of real-time translations in multiple Indian languages, and Disha, an integrated visitor management and indoor navigation solution designed for complex indoor environments. The live demonstrations showcased the products' capabilities, illustrating the intersection of technology and accessibility.



## Department of Commerce Celebrates Student Leadership

In a celebration of leadership and responsibility, the Department of Accounting & Finance at SRM Institute of Science and Technology hosted its 3rd Investiture Ceremony on August 12, 2024. The event, held in the 3rd Floor Gallery Hall, Block V, was a blend of tradition and inspiration, marking the official induction of new student leaders.

Dr. V. Deepa, Programme Coordinator of the Department, welcomed the gathering and introduced the Chief Guest, Ln. PMJF P. Balaji, Managing Director of MIDZ Arc Company Pvt. Ltd. In his keynote address, Balaji shared insights into the importance of college life, career growth, and the

foundational role of discipline and continuous learning. He emphasized the "4 M's" – Men, Material, Management, and Money – as essential to success and urged students to focus on perseverance and self-improvement.

The ceremony concluded with the induction of the new office bearers of the Department of Accounting and Finance (DOAF) club, as they took their oaths of office with dedication and commitment. Sanjana from III B.Com Accounting and Finance delivered the vote of thanks, expressing gratitude to the dignitaries and participants for their support in fostering student leadership and community spirit.



## Mastering First Impressions

*Corporate Self-Grooming Workshop by the Department of Commerce*



In the competitive corporate world, making a lasting first impression is crucial. On July 18, 2024, the Department of Commerce at SRM Institute of Science and Technology hosted a transformative workshop on "Corporate Self-Grooming." The session focused on equipping students with essential self-hygiene, grooming, and disciplinary practices, preparing them for the expectations and norms that await them in the professional sphere.

The workshop, held at the TRP Auditorium from 8:45 AM to 3:30 PM, featured Ms. Janani Gurumoorthy, Founder of GJ Academy & Makeovers, as the guest speaker. Ms. Gurumoorthy shared valuable insights on the importance of personal grooming, dressing etiquette, and behavioral discipline that corporates

seek in freshers. The session was divided into three segments, with each session attracting a large number of students. The first session at 9:30 AM saw 250 students, while the second session at 11:00 AM had 100 participants, and the final session at 1:20 PM engaged 200 students.

The event was meticulously organized by Dr. S. Chitra Srinivasan (Professor & Head of the Department of Commerce), along with convenors Dr. T. V. Ambuli, Dr. P. Suseela, Dr. V. Deepa, and Dr. D. Janis Bibiyana, and supported by faculty coordinators Mr. A. Hariharan, Ms. P. Suganyapriya, and Dr. Kannamudayar. This workshop aimed to prepare students for the corporate world, instilling the confidence and skills necessary to excel during interviews and beyond.

## Shaping Safer Spaces

*Empowering Women Through Knowledge and Action*



In a world where women's safety remains a critical concern, raising awareness and providing actionable solutions are essential steps toward building a supportive and secure environment. On September 12, 2024, the Department of Commerce at SRM Institute of Science & Technology, Ramapuram, hosted an enlightening awareness programme focused on "Women's Safety and Grievances," attended by 90 female students from B.Com Hons PA and ISM. Held at S Block – B2 from 10:00 AM to 11:30 AM, the event aimed to raise awareness and provide practical solutions to improve women's safety while addressing grievances effectively.

The programme kicked off with an engaging introduction that connected sustainable development with the need for enhanced safety measures for women. A keynote presentation delved into the role of sustainable practices in improving safety

standards, followed by a panel discussion that explored strategies to reduce gender-based violence and strengthen grievance redressal systems. Participants actively engaged in workshops that focused on implementing safety solutions and supporting community engagement efforts to create safer environments for women.

The event successfully created a platform for discussing critical issues, offering actionable strategies, and promoting collaboration among participants. The feedback from students highlighted the program's value in fostering a better understanding of women's safety and the importance of creating supportive spaces for grievance resolution. It was a powerful step toward empowering women and fostering a stronger, safer community.

# The Heart of Dairy Production: A Comprehensive Student Outreach at AAVIN Sholinganallur

From farm to bottle, students of SRM Institute of Science & Technology embarked on an eye-opening journey through the AAVIN Sholinganallur Plant, gaining firsthand insights into the intricate world of dairy production and the vital role it plays in local agriculture.

The Department of Commerce at SRM Institute of Science and Technology organized an engaging Student Outreach Programme with industrial visits to AAVIN's Sholinganallur Plant on the 4th, 5th, and 10th of September 2024. These visits aimed to bridge the gap between classroom learning and real-world industry practices, providing students valuable insights into milk production, quality control, and the cooperative model of dairy farming.

**Day 1 - 04.09.2024: Introduction to Dairy Operations**  
The first visit, with 60 participants, began with a welcome by Ms. Kaviya, HR at AAVIN, who led the students on a guided tour of the Sholinganallur facility. Students explored the various stages of milk production, from collection to pasteurization and packaging. They learned about the critical processes involved, including quality

testing, homogenization, and final packaging. A highlight of the day was a demonstration of laboratory testing, where students saw firsthand the procedures ensuring milk quality before processing. The Q&A session with the plant manager provided a deeper understanding of the operational challenges and the cooperative model that benefits local farmers.

**Day 2 - 05.09.2024: Quality Control and Technology in Dairy Production**  
On the second day, 60 participants observed the plant's advanced technological processes. The focus was on automated systems used for pasteurization and packaging. Students learned about AAVIN's stringent quality control measures, which are implemented at every stage. The session also emphasized the cooperative model's role in supporting local farmers. The day concluded with a Q&A session with the operations manager, who discussed technological innovations, sustainability practices, and the challenges faced by the dairy industry.

**Day 3 - 10.09.2024: Sustainable Practices and Future Career Opportunities**

The final visit, with 53 participants, focused on AAVIN's sustainability practices, including waste management and energy-efficient operations. Students gained insights into the plant's efforts to balance productivity and sustainability. Discussions also covered the future of the dairy industry and career opportunities in dairy technology, agricultural science, and sustainable practices. The Q&A session helped clarify doubts and provided a clearer understanding of the challenges the industry faces, particularly regarding environmental issues and emerging technologies.

Concluding the visit, feedback from participants was overwhelmingly positive, with students appreciating the detailed and organized tours. They found the emphasis on quality control, especially the laboratory testing, particularly valuable. Many students expressed interest in pursuing careers in sustainable agriculture and dairy technology. The exposure to innovative practices and the cooperative model inspired several participants to explore internships and career opportunities within the dairy and agricultural sectors. Networking with industry professionals proved beneficial for students seeking mentorship and career guidance.



# Exploring Food Technology: A Student Outreach Programme at Britannia Oragadam Plant

From the mixing bowl to the packaging line, SRM Institute of Science & Technology's Department of Commerce took 62 students on a behind-the-scenes journey into the heart of Britannia Industries, exploring the cutting-edge food manufacturing processes that drive one of India's most trusted brands. The industrial visit, held on 21st September 2024 at the Britannia Oragadam plant, provided a valuable insight into food technology, quality control, and sustainability in the food industry.

Students observed Britannia's automated production lines where biscuits and cakes are produced, from ingredient mixing to final packaging. They learned about food technology concepts, focusing on quality control processes in the plant's lab, where rigorous testing

ensures product consistency and safety. Additionally, the company's waste management systems and energy-efficient practices highlighted its commitment to sustainability.

A Q&A session with the plant manager gave students valuable insights into the evolving food industry, including automation, technological advancements, and future career opportunities in food technology.

This industrial visit effectively bridged classroom theories with real-world applications, offering students a comprehensive understanding of food manufacturing and inspiring many to explore career paths in food technology, sustainability, and quality control.



# Contemporary Trends in Tamil Modern Drama

A Deep Dive into Theatre



In a world where cultural expressions continuously evolve, it's essential to stay in tune with the shifting dynamics of modern art forms. On July 30, 2024, the Tamil Mandram of the Department of Science and Humanities at SRM Institute of Science and Technology, Ramapuram, Chennai, organized an insightful webinar on "Contemporary Trends in Tamil Modern Drama". The session aimed to raise awareness among students about the evolving trends in Tamil theatre and the significance of modern dramatic expressions in the contemporary era.

The session featured Dr. P. Balasubramanian, a distinguished expert and Professor at the Department of Performing Arts and Languages at Marudhur Kesari Jain Women's College, Vaniyambadi. Dr. Balasubramanian's lecture shed light on the nuances of contemporary Tamil drama, offering students a comprehensive understanding of stage performance, reading habits, and voice modulation. His discourse also emphasized the importance of body language and vocal strength in acting, urging students to overcome stage fright and build confidence in their performances.

The workshop opened with an exploration of modern plays and their thematic relevance, followed by a discussion on the various activities within the traditional Kuthu Pattarai (theatre group). Students were encouraged to read significant literary works such as Velpaari, Naanum Enna Naalum, Manikodi, Ezhuthu, and Vaanambadi, which are vital sources of inspiration for theatre enthusiasts. This session ignited a passion for theatre and drama among students, encouraging them to delve deeper into the world of modern Tamil theatre and its continued cultural importance.

# Intersection of Reality and Fiction : Literature's Power



The world of literature invites readers to question the boundaries between reality and imagination, offering an expansive canvas for exploring human experiences. The seminar "The Real and the Imagined: Exploring Literature's Reflection of Reality" hosted by the Department of English & Other Foreign Languages at SRM Institute of Science and Technology, brought this theme to life, fostering critical discussions on how literature mirrors the world around us while simultaneously reshaping our understanding of it.

conventional perceptions. Through insightful perspectives, students were encouraged to reflect on how imaginative storytelling can both reflect and transform the reality we experience in everyday life.

With Dr. V. Ganesan, an Associate Professor at A.M. Jain College, Chennai, at the helm, the seminar delved into key concepts such as literature's role as a mirror of society, the blending of imagination and reality, and the critical ways in which literature challenges

Supported by the guidance of Dr. C. Sundar, Dean of the Faculty of Science and Humanities, and Dr. J. Dhilipan, Professor & Head of CSA, the seminar successfully bridged the gap between academic theory and practical, real-world application. The event was organized by Dr. T. Sri Devi and convened by Mrs. M. Nathiya and Ms. Pooja D, providing an invaluable opportunity for students to further engage with the role of literature in shaping cultural and social narratives.



# Exploring the World of Film

## An Industrial Visit to LV Prasad Studio

On October 10, 2024, students from the Journalism and Mass Communication department at SRM Institute of Science and Technology, Ramapuram, ventured into the heart of Indian cinema with an insightful industrial visit to LV Prasad Studio in Vadapalani, Chennai, where they immersed themselves in the art and science of film production. The visit offered a comprehensive glimpse into the world of filmmaking, beginning with an introduction to the studio's operations and its rich legacy in Indian cinema. Students were exposed to fundamental filmmaking concepts through engaging lectures on scriptwriting, cinematography, and sound design.

To bring theory to life, two students, Pooja and Yashvi, participated in a live demonstration, acting in a short scene that highlighted various filmmaking techniques. The crew

showcased the significance of angles, lighting, and shot composition, allowing students to observe the intricacies of visual storytelling.

After the live demo, the students went to the recording studio, delving into sound editing and design, including cutting-edge techniques like Dolby Atmos. This session was complemented by a screening of "Chicken at Swami's Kitchen," a short film produced by an LV Prasad student, which demonstrated professional-grade sound editing and narrative craftsmanship.

The visit gave with an immense opportunity for students to network with industry professionals, sparking discussions about potential career paths in media and entertainment industry. Overall, the experience was not only educational but also inspiring, solidifying the students' passion for filmmaking and their understanding of the industry.



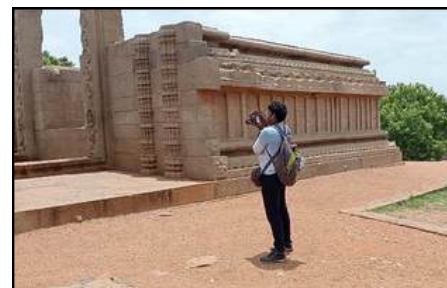
## Industrial Visit to SIGA Printing Press



On 4th October 2024, the School of Media Studies at the SRM Institute of Science and Technology organized an industrial visit for first-year Visual Communication students to SIGA Press in Kilpauk, Chennai. This initiative aimed to enhance students' understanding of the intricate printing process, providing them with hands-on training and a comprehensive overview of the press's operations from pre-production to final output.

The visit was coordinated by Assistant Professors Mr. Akshej and Mr. Akash, under the leadership of Convenor Dr. V. Prabakaran and Co-convenor Ms. P. Yuvarani. This experience bridged academic theory with practical industry insights, equipping students with valuable knowledge and skills essential for their future careers in media and communication.

## Frames of Mahabalipuram



On September 9, 2024, the School of Media Studies at the SRM Institute of Science and Technology conducted an inspiring industrial visit titled "Frames of Mahabalipuram & Visual Odyssey." This event was designed to enhance students' photography skills by immersing them in the historical monuments of Mahabalipuram, where they explored the art of architectural photography.

A group of 29 students participated in the visit, applying their theoretical knowledge to practical scenarios while honing their skills in composition, lighting, and framing. This unique opportunity allowed them to capture the intricate details of ancient structures in a culturally rich setting. The event was led by Dr. V. Prabakaran, Head of Media Studies, with Ms. P. Yuvarani as co-convenor, supported by Assistant Professors Ms. Sindhuja Sivaji, Mr. Akshej, and Dr. Akash from the Department of Visual Communication.

## Behind the Lens

### Experiencing the live Television Production



Step onto a live set, where classroom lessons meet the thrill of real-time filmmaking!

On September 10, 2024, Film Technology students from SRM Institute were given an incredible opportunity to experience the making of a television show firsthand. Their destination: the live shooting set of the popular Vijay TV serial Mahanadhi at Ponniyamman Kovil in Karambakkam, Porur. This immersive visit wasn't just a field trip—it was an in-depth look at the heartbeat of television production.

From the intricacies of set design to the seamless choreography of camera movements, students were able to see theory come to life. Observing professional equipment in action, they witnessed how a scene comes together through lighting, sound, and directorial cues, gaining real-world insight into the intensity and pace of a live shoot. This experience bridged the gap between classroom learning and practical application, showing them what it truly takes to turn a script into an engaging visual narrative.



One of the event's highlights was the interactive session with key crew members, including the director, cinematographer, and production staff. Sharing their insights and challenges, these industry professionals delved into the creative and technical hurdles faced on set, offering students a glimpse into the innovative problem-solving essential in a fast-paced environment. The students were encouraged to ask questions, allowing for an engaging exchange about industry-standard practices, creative decisions, and the behind-the-scenes dynamics that bring a production to life.

Coordinated by Mr. D. Ramkumar and Mr. N. Karthikeyan, Assistant Professors in the department, this experience was invaluable for the 25 students who attended. The visit to Mahanadhi offered them a rare and comprehensive look into broadcast production, sparking inspiration and pushing them to think beyond textbooks and lectures.