

Chairman's Message



Dr. S. Salivahanan
salivahanans@hotmail.com
salivahanans@ssn.edu.in
Mobile: 94441 89433

Dear Friends,

I am happy to inform that Mrs. Ramalatha Marimuthu, R10 WIE Coordinator & Chair of IEEE Madras WIE Affinity Group, Mr. Sampathkumar Veeraraghavan, Chair of IEEE Madras GOLD Affinity Group and myself alongwith IEEE Section Chairs & others across the globe attended IEEE Sections Congress 2008 at Quebec City, Canada during September 19 – 22, 2008. This was the largest Sections Congress ever and the success of the event was because of the contributions and attendance of IEEE volunteers. We were overwhelmed by their enthusiasm and commitment to IEEE. We hope everybody benefited from their experience and enjoyed their time in Quebec City.

We would like to thank SC08 Steering Committee, IEEE Quebec Section and others for contributing, participating and attending IEEE Sections Congress 2008 to make it a grand success.

It is good that the inaugural function of IEEE – OES – INDIA Chapter was successfully held at NIOT, Chennai on September 25, 2008.

The IEEE Members are requested to renew their memberships before 15th November 2008 which will enable them to get an opportunity to win a laptop as announced by the IEEE Headquarters.

Speakers for NDLP

IEEE India Council has recently launched the National Distinguished Lecture Program (NDLP) on the lines of Distinguished Lecture Program of IEEE. About 100-150 IEEE members will be selected as IEEE National Distinguished Lecturers. They can then be invited by IEEE Sections all over the Country for Special Lectures and all expenses (travel and hospitality) will be shared by the IEEE Section and India Council. To select and send a list of nominees from Madras Section to the India Council, please let me know if you would like to be considered for NDLP. For additional information, pl. contact:

Dr. Amitava DasGupta, NDLP Co-ordinator & Vice Chairman, IEEE Madras Section, Professor, Dept. of Electrical Engineering, IIT Madras, Chennai - 600036 Tel.: (91)4422574416, E-mail: adg@ee.iitm.ac.in

Editorial Team

Mr. H.R. Mohan, Dr. S. Salivahanan, Dr. M. Ponnaivaikko,
Dr. P. Suresh Chander Pal, Mr. T.S. Rangarajan, Mrs. M. Ramalatha

From The Editor's Desk



H.R. Mohan
hrmohan@gmail.com

Dear Friends,

The team headed by the Chairman Dr. Salivahanan, which had attended the IEEE Section Congress at Quebec, Canada has returned and we will hear from them in the next issue.

We invite the attention of the members to the announcement from our Vice Chairman, Dr. Amitava Das Gupta on the National Distinguished Lecturer Programme.

LINK congratulates the student branch of SSNCE for the nice gesture and the contribution to the Orissa Flood Relief Fund.

Congratulates to Mr. V. Sathya Narayanan of SVCE & Mr. Hari Ganesh of SSNCE, the winners of Info Contest 0809 who will receive a prize of Rs. 500/= each sponsored by SRA Systems. Pl. note that the deadline to send the answers to the contest has been advanced to 5th of the month.

We congratulate both Jeppiar Engineering College and Kongu Engineering College for reporting on their events. – four each. Reports on the SPAC at SSNCE, activities at Kalasalingam Univ, National Level Tech Symposium – Surge at Velammal Engg. College, STAR workshop at Mepco, Avalon – paper contest held at Dr. Mahalingam College of Engg., WIE activity at Velalar College of Engg., feature in this issue.

Madras Section may consider providing awards to the student branch organizing the maximum no. of events and certificate of excellence to student branches organizing certain minimum no. of events in a year. We hope this will motivate the student branches in organizing more events for the benefit or members.

We have included two interesting articles – one on COBIT 4.1 — Governance Framework for Effective Enterprise IT by Mr. Vittal Raj, Director Certification, ISACA, Chennai and the other one on Unified India Digital Repository by Mr. Karthic Nadarajan, student member of CIT, Coimbatore along with the proceedings of two meetings conducted by the IEEE Industry Applications Society.

Along with a list of forthcoming events — workshops, conferences being organized or supported by IEEE and its sister societies, an announcement relating to the 2009 TCS Excellence in Computer Science Week programme on “Decentralized and Cooperative Computing”, a high quality education programme (with no admission fee) has been published for the benefit of our readers.

We are receiving the matter for publication in different formats and addressed to different people. In this regard, we draw the attention to the set of guidelines published in this issue. We will appreciate if they are followed without fail, or else, we will be constrained to miss the matter. Please send the matter by 8th of every month by mail to ieemaslink@gmail.com with a copy to the Section mail id: ieemas@eth.net.

Activities of IEEE IAS Madras Chapter



the society. A presentation was made to the audience about the IEEE organization and the activities involved.

Dr.G.V.Rao, Chairman, IEEE – IAS, Madras Chapter, after introducing the speaker Mr. S. Rajvel, dealt in detail about the activities of the Industry Applications Society with a Audio Video presentation.

Mr. S. Rajavel gave an excellent audio – video presentation to the audience the latest technologies involved in ‘Gas Insulated Sub-stations’.

1. Technical Seminar on “Gas Insulated Sub-stations” on 27.08.2008

A Technical meeting was organized in the M/s. Larsen & Toubro, Chennai on ‘Gas Insulated Sub-stations’ on 27.8.2008. The technical lecture was given by Mr. S. Rajvel, Senior Vice President & Head, E I & C Sector, Engineering Construction Group.

Dr. S. Salivahanan, Chairman, IEEE – Madras Section welcomed the gathering and Mr.T.S.Rangarajan, Execom Member, IEEE – Madras Section, highlighted about IEEE – Madras Section, highlighted about IEEE and benefits to be derived upon being a member in

Mr. D. Maheswaran, Head, EDRC, presented in detail the Safety measures and procedures to be adopted in installation of Gas Insulated Sub-stations and the highlight of IS 61580.

The meeting was attended by more than 250 participants. The participants included members from IEEE & IAS, Engineers from ECC, Construction group, consultants and contractor. The meeting was live webcasted, first time from this chapter for the benefit of members who could not attend in person.

Dr. T. Thyagarajan, Secretary, IEEE – Madras Section, proposed the vote of thanks and requested the engineers to join the IEEE and derive benefits.



2. Celebration of Michael Faraday Birthday

A meeting was organized at the Beuno Vista Beach Resort on 21st September 2008 to celebrate the Birthday of Michael Faraday. Dr. G. V .Rao, Chairman, IEEE – IAS Chair welcomed the gathering and presented a paper on the achievement of Michael Faraday. The meeting was attended by 40 participants and included the members of IAS and practicing engineers. The meeting ended with dinner.

SPAC on Career Management at SSNCE

The IEEE SB of SSNCE, as part of a new initiative by GINI, conducted a Student professional awareness conference(SPAC) on “Career Management” on 12th September 2008.It pulled in a crowd of around 280 participants from 11 Student branches.

Dr. S. Salivahanan, Chairman, IEEE Madras Section and Principal, SSNCE welcomed the gathering. Mr. Naren Nachiappan, Managing Director, Jivox India then conducted a session on “Career Management in Technology” during which he emphasized the importance of making the right choices during the course of ones career. He illustrated this with various examples and spoke about how a job should essentially suit the personality of the person. This inspiring talk stimulated the participants to think about effective career management.

After a short tea break, Dr. Suresh Chander Pal, Student Activity Chair, Madras Section conducted a session on “Values of IEEE”. The participants appreciated this lively session. He also gave a formal introduction on GINI. M.S. Barnabas, Vice Chair, GINI Madras Section then spoke about the various benefits



that IEEE can provide to a student member. He received an enthusiastic response from the audience.

After lunch, Ms. Vidyalakshmi, Director, TIME, Chennai spoke about the MBA scenario in the country. She then proceeded to speak about the correct method of preparation for the entrance tests. The participants appreciated the information given by her. After the tea break, the valedictory function was held in which the certificates were presented to the participants. The floor was then opened for feedback and the feedback received was very positive.

Report by: Mr. S. Hari Ganesh, SPAC Convener, GINI Madras Section Representative & Vice Chair SSNCE IEEE SB

Orissa Flood Relief Fund SSNCE contributes

The massive floods in Orissa have caused the isolation of 5,70,000 people in 1,849 villages, which are under water and about 2.4 million people in Orissa have been affected.

The IEEE Student Branch of SSN College of Engineering collected a sum of Rs. 12012/-. Dr. R. Arumugam, HOD/EEE and Mr. Ashwin Sahoo, IEEE Branch Counselor handed over the money to Prabasi Oriya Cultural Society, Chennai, an NGO working for relief efforts in Orissa. We thank all staff and students of SSNCE, who supported this social cause.

Report By:Prithvin Rajendran,
IEEE SB Chair

Visit Industry Applications Society at
<http://ewh.ieee.org/r10/madras/ias/>

Activities at Jeppiaar Engineering College

Power of Networking - Seminar at Jeppiaar Engineering College

IEEE student branch of Jeppiaar Engineering College had organized a seminar on "Power of Networking" on 17 July 2008. Mr. S. P. Madhuanand – BDM, Mr. K. Vinod – C.M, Mr. Laxman Shriram – BDM and Ms. A. Nandhini – Technical Trainee were the team of professionals from HCL CDC had come for delivering the lectures. About 800 students from all the departments participated in this interactive and informative session which was highly beneficial to the students. Mr. Laxman Shriram emphasized the roll and their future of networking engineers in the IT Industries. Ms. A. Nandhini has explained the functionality of internet working with appropriate animations and graphics which was developed by HCL technologies. Dr. Susil Lal Das, Principal for engineering and technology, Dr. N. Thangavel, Principal for management studies, Mr. R. Madhusudhanan, HOD/EEE, Mr. S. Sellakumar, Student branch counselor and the IEEE coordinators of other departments were present at the event.

Inter Departmental Paper Presentation Contest

IEEE Student Branch of Jeppiaar Engineering College organized an "Inter Departmental Paper Presentation Contest" on 28.08.08 & 29.08.08. The HOD/EEE Mr. R. Madhusudhanan had welcomed the gathering and emphasized the importance of such competitions between the departments. The department staffs Mr. Arunprakash, Mr. Alex jeevanandham were present to judge the papers. The respective department IEEE coordinators, Mr. S. Sellakumar[EEE], Mr. Jabastine[ECE] and Ms. Lakshmi [MCA] were also present. Out of seventy papers were received from MCA, EEE & ECE, 10 papers from each department were selected for the presentation. The first day MCA and EEE department students presented the papers and the remaining papers were presented on the second day. The judges shared their views and opinions to the participants on their paper which largely helped them to reshape their content in a right way. First and second prizes for each department were announced.

Induction Programme

The induction programme for the first year batch of 2008-09 was held on 16-th September, 2008 in the auditorium of Jeppiaar Engineering College and it was titled "Know Yourself".

Mr. Prijoe Philips Kumattu, Region 10 GINI co-coordinator, Mr. Madhusudanan, HOD EEE-Dept, JEC, Mr. Sellakumar, Branch counselor, IEEE Student Branch, JEC participated in the programme. The welcome address was given by Mr. Felix, chairman IEEE Student Branch, JEC.

Mr. Prijoe, one of the active members of IEEE, after joining IEEE in the year 2003, had crossed various milestones to reach to become the GINI co-ordinator. He has received many honours for his achievements, one of it being the RAB LARRY and WILSON AWARD for the best volunteer of the year.

It was a completely packed auditorium with more than 450 students from various departments attending the programme. It was a 4 hour programme comprising of two sessions pre and post lunch. The main objective of the programme was about understanding yourself, your personality, strengths, weaknesses, everything about you.

Mr. Prijoe was the centre of attraction in both the sessions. He animated the activities and instigated the students to come up with new thoughts and interest with him. The event was a complete show stealer as Mr. Prijoe made both the sessions look really interesting and enthusiastic with a lot of energy in it.

Due to this programme, the students came to understand about the various traits of their character. They were also given a brief talk about the importance of IEEE and the role it plays in the overall improvement of the student.

The event was a success as the handwritten feedback that was received at the end of was proof for the same.

IEEE Re-Activation Programme

The programme was held on 17th of Sep 2008 at Jeppiaar Engg College, PG Seminar Hall. The function was presided over by Dr. Suresh Chandar Pal, Chairman, SAC, IEEE Madras section. Mr. S. Sushil Lal Das, UG Principle, Jeppiaar Engg College, Mr. Madusudhanan, HOD of EEE Dept., JEC and Mr. Sellakumar, Branch counselor, IEEE student branch JEC participated.

The reactivation programme was intended to enlighten all those non-members of IEEE in the 2nd and 3rd years, making them understand the benefits of joining IEEE and to help them realize the true meaning of it.

The welcome address was given by Mr.

F. Felix, Chairman, IEEE student branch, JEC. Then the session was taken over by Dr. Suresh Chandar Pal, who induced the student about the various intricacies of the institution and revealing the various unknown facts about IEEE. He also quoted real life examples, stating how IEEE helped in the overall development of the individuals.

Then it was the turn of Mr. S. Hari Ganesh, section representative, IEEE GINI MAS to make the audience understand about GINI (Global Integrated Network on IEEE) and the various functions of it. He explained the various benefits he has received all these years and the achievements he has fostered.

On behalf of the Management and IEEE Student Branch of JEC, sincer thanks were extended to Dr. Suresh Chandar Pal and Mr. S. Hari Ganesh for spending their valuable time.

Activities at Kalasalingam University

The first meeting of IEEE student branch of Kalasalingam University for the academic year 2008-09 was conducted on 19.08.2008. Branch counselor Dr. D. Devaraj presided over the function and welcomed the members. He briefed the members about the benefits of IEEE membership and requested the members actively participate in the programs organized by the IEEE. He highlighted the events conducted in the previous year and its benefits to the members.

Later the office bearers were elected. The list of office bearers for the academic year 2008-09 is given below:

Student Chair	-	E. Nelson Daniel
Secretary	-	N. Imran Khan
Joint- Secretary	-	K. Ajay Singh
Treasurer	-	P. R. Giridharan
Joint- Treasurer	-	H. Dhayamani
PRO	-	M. Ulaganathan
WIE	-	E. Shivani
Power & Energy Society	-	B. Selva Bala

The branch counselor had advised the office bearers to prepare the annual plan and submit the same in the next meeting.

Report by Dr. D. Devaraj, Branch Counselor

Velammal Engineering College IEEE SB Rocks With Surge



officially inaugurated the festival and delivered the inaugural address. The function was presided over by Dr. J. Shanmugam, Principal, VEC. Prof. Narayana Bhaskar, HOD/EEE, Mr. K. Suresh Kumar, Symposium Convener and Mr. M.S.Barnabas, Chairman, VEC IEEE Student Branch accompanied the guests on stage. The Special Edition of TECHNOCRATS, the official in-house bulletin of VEC IEEE Student Branch was also released on the auspices of the occasion. (Visit www.vec-technocrats.co.cc for online

Velammal Engineering College rocked out with an Electrical Surge on 27th August, 2008 when the young, vibrant and prospective engineers of the Dept. of Electrical and Electronics Engineering in association with VEC IEEE Student Branch triggered up the National Level Technical Symposium – SURGE 2K8 – *Thunderstorms Assured*.

The Technical Extravaganza geared up with an inauguration which was honoured by the presence of Mr. B.V.S. Krishnamurthy, Head R&D, Alcatel Lucent Development India who

issue).

A total of 250 Students with representation from more than 40 Colleges in around the State of Tamilnadu participated in the various events organized. 15 Technical Papers were presented and they were evaluated by Distinguished Technical Experts viz., Dr. P. Rangarajan, Professor & Head, Dept. of IT, RMD Engineering College, Dr. V. Kamaraj, Prof./EEE, SSN College of Engineering, Dr. P. Chidambaram, Prof./EEE, Velammal Engineering College, Chennai.

Innovative Projects displayed by 26 teams from various Colleges and 13 In-house teams occupied the tables during the afternoon session. Best Projects from both external colleges and in-house teams were selected.

To test the skills of delegates, other technical events such as Circuit Modelling, 3D InnoSketch, Quiz and AdZap were also conducted.

The Grand Technical Festival reached its tail end with a Valedictory Function. Mr. K.S.Kirthivasan, AGM (Engg.)/BHEL RPT was the Guest of Honour who delivered the Valedictory Address. The function was presided over by Dr. Sheila Haran, Vice Principal & Student Branch Counsellor, VEC and Prof. P. Narayana Bhaskar, HOD/EEE. Cash Prizes worth Rs. 25,000/- and Merit Certificates were awarded to the Winners of Various events. Mr. M. Karthick, General Secretary, Velammal Electrical and Electronics Engineers' Student Association (VEESA) delivered the vote of thanks.

More photographs relating to this event are available at www.surge2k8.co.cc

Activities at Kongu Engineering College during Jul 2008



Inauguration of IT Association

The Inauguration of the Information Technology (IT) Association in association with IEEE Student Branch of Kongu Engineering College was held on 9th Jul 2008. The Inaugural Address was given by the chief guest of the day Mr. Manivanna Karthikeyan, Chief Architect of Orange Scape Technologies, Chennai. Following the Inaugural Address, he also delivered a guest lecture on Cloud Computing. It paved the way for the good aggregation of the knowledge in the domains of J2EE, ASP and .NET.

Workshop on Multimedia

A workshop on multimedia was organized



by the Department of Information Technology in association with the IEEE Student Branch of Kongu Engineering College on 11th Jul 2008. Mr. K. Karthi, Technical Head, S2I Vector, Erode was the Chief Guest. The workshop consisted of four sessions and covered a broad spectrum of topics in multimedia. Mr. Karthi also talked about various websites that are useful to students for getting information about the multimedia tools.

Inauguration of IEEE SB activities

The inaugural of the IEEE student branch, Kongu Engineering College was held on 17th July 2008 with the welcome address given by Prof. K.Narayanan HOD, EIE Department, Kongu



Engineering College. The presidential address was given by Prof. K. Krishnasamy, Principal.

'ENERGY AND FUTURE IN AUTOMATIVE TECHNOLOGY', the topic for the day was explained to the audience by the chief guest of the day Dr. G. Ranganathan, CEO Rover Components, Coimbatore. He gave an introduction on the technological advancement in the automobile industry and stated the importance of the automation. His speech highlighted the points regarding alternate fuels, newer technology in everyday life, innovations in automobiles, climate control systems, necessity of clean environment and the role of automation in decreasing pollution.

FERRET '08 at Kongu Engineering College



The first round was a general round, the second was the rapid fire round and the third one was the logo round. Points were given for each round and the top scorer's - two teams - bagged the prizes.

The afternoon session's first event was idea presentation. Out of sixteen abstracts submitted 8 were selected by the judge Mr. Pushparajesh, Lecturer, Department of Computer Science and Engineering. The eight teams presented their ideas and the judge selected the best two ideas and awarded them prizes.

The Chief Guest for the day Dr. Prabhaker Mateti, Associate Professor, Department of Computer Science and Engineering, Wright State University, Dayton, Ohio, USA arrived at 2.30. After refreshment the guest lecture began at 3.00 PM. The topic for the lecture was LINUX.

About Guest Lecture

Linux is an open source object. Source code of it is available free of cost. One is free to modify it. One can earn money by servicing it and reselling it. GPL is a license that governs the details. Even Linux is not the first one, but it is the first open source. Linux runs - smart phones, GPS, TPVo, wireless AP, etc.

Linux is also becoming very fast moving in cell phones, iPod, laptop, large scale computers and etc. In the 'One Laptop per child' scheme, the laptop runs on Linux. The smallest Linux system was introduced on 28th March 2008 - DIGI CONNECT ME.

Linux major distributors

- Debian, Ubuntu
Ubuntu is a derivative of Debian. It's free to download, to use and to distribute.
- Redhat, Fedora
It is very popular in India but costs money
- Novell
- Mandiva
- Slackware

What are the things included in the default installation?

- Operating system
- Shells

Preliminary rounds were conducted for the various competitions on 30th Aug 2008 and the selected students were shortlisted for the finals. The one day function FRRRET 08 began with a prayer song on 1st Aug 08 at 9 AM. The first event conducted was situation handling. Totally 12 participants were short listed out of 83 who attended the preliminary rounds. Shortlisted students were given an on the spot situation and they were given thirty seconds to think, and one minute to speak as to how they will react in the particular situation. The best five were given a technical topic on which they had to speak, for and against. The three best performers bagged prizes.

The second event held was a debate. An open group discussion was the preliminary round for this event, in which 12 were shortlisted out of 40. There were two teams, six students in each. The debate was conducted in three rounds. First round comprised a one minute speech by each student to put up their points. Second round comprised of open debate. Third round was audience interaction, questioning and polling. The judge for the event Ms. Krithikadevi, Lecturer, Department of Information Technology awarded the winning team the prize.

After refreshments, the third event - Makeover was conducted. Out of 79 students who participated in prelims, 10 were short listed. In the finals, the students were given objects, and they had to describe how they will use it other than their normal usage. Students who presented the top three creative ideas won the prizes.

The last event for the forenoon session was quiz. Out of 30 teams, 6 teams were selected for finals. There were three rounds.

- GUI
- Selected applications
- Packages

How to install new components in your Linux?

- Updates
- Various software's are available to each this
- Version of the installed libraries
- Configuration - location of files, syntax, GUI.
- Distribution from scratch

Linux is also available as CD/DVD

- Runs Linux without installing
- Hardware auto detection
- Slight loss of performance
- Locks CD/DVD until shut down
- Can be installed on local hard disks
- The address to download it is - <http://www.Linux-live.org/>

Linux on a USB drive

- Install on a USB or a hard disk drive
- Install a live image in it
- Fast installation comparatively
- The address to download it is - <http://www.pendrivelinux.com/>

Embedded Linux

- Linux can also be used in the micro controllers
- Linux kernel 2.0, 2.4, and 2.6 are available

Linux clusters

- July 1999
- 1000 nodes
- Used for genetic algorithm

After his session till 4.35, there was a query session for ten minutes in which students interacted with Dr.Prabhaker Mateti. Then prize distribution was held. A memento was presented to the chief guest. The vote of thanks was then given by Mr. V.V.Vasudevan, Executive member, IEEE Student Branch.

*Report by: Ms. Purnima Jothikrishnan,
Secretary, IEEE Student Branch*

Visit the Gold Affinity Group at
<http://www.ewh.ieee.org/r10/madras/gold/index.html>

STAR 08 at Mepco Schlenk Engineering College



of our college has joined their hands for making this workshop a reality.

Branch Counsellor Mrs. K. Mala, welcomed the gathering to STAR 08. The programme was inaugurated by the Principal, Dr. S. Balakrishnan, past immediate branch counselor and felicitated by Prof. Dr. K. Muneeswaran, HOD, Computer Science and Engineering. Mr. Mr. Rahul Gopakumar, Student Chairman briefed about IEEE, WIE, GINI and the activities of our student

branch. Ms. B. S. Ramya, WIE Chairperson briefed about the events, Workshop on Basic Electronics and Workshop on Networking.

Workshop on Networking was handled by Dr. K. Muneeswaran, Dr. S. Arivazhagan, Mrs. W. Sylvia Lilly Jebarani and Mrs. K. Mala. Networking concepts, Simulation using NS2

“Knowledge is like wind, it is not restrained by barriers, but only dispersed...” - says an adage. As a prelude to this, IEEE student branch at Mepco Schlenk Engg College conducted STAR workshop on 22/09/08 to quench technical thirst of both inter and intra College streams. Eminent and well experienced faculty

software, Routing techniques, Hands on in Routing and also about Proxy server (SQUID) configuration are some of the preferences for this workshop. Workshop on Basic Electronics was handled by the final year EEE students Mr. S. Pristley Sathyaraj, Mr. Balaji Bajarang Kharade, Mr. J. Sundara Rajan and team. The session of networks was much more interesting than usual classes due to the brilliant usage of visual aids and practical classes. Students get their basic electronics doubts cleared by sharing their knowledge which proved worthy.

Students from GCE, Tirunelvel, Sivanthi Adhithanar Engg. College, Infant Jesus Engg. College, Sudharsan Engg. College, Kamaraj College of Engg. and Tech., National Engg. College, PSR Engg. College, etc. have participated. Towards the end we felt the fruitfulness of the event when our audience expressed their satiation with endless words.

*Report by Branch Counsellor,
Mrs.K.Mala*

AVALON'08 at Dr. Mahalingam College of Engg & Tech



open forum for the students to present their innovative ideas as paper was led by Mr. S. Vignesh, Chairperson, IEEE Student Branch. The event started on 4th Sep. with Mr. D. Bharath Subash, Vice Chairperson, welcoming the gathering.

Dr. R. Sudhakar, Branch Counsellor, co-ordinated the paper presentations. Out of 113 papers received, 61 were selected for presentation and 18 were awarded. This event was spread over for 3 days. The papers were judged and evaluated by the faculty members of Dr. Mahalingam College of Engineering & Technology.

Activities of IEEE have always been one amongst the best of events in the college. AVALON'08 was not anything less. It left an

The event AVALON'08 came to an end with a valedictory function on 6th Sep. The participants, student members and others were welcomed by Mr. N. Arun Prakash, Secretary, IEEE student branch. The awards for the best papers were presented by Dr. V. V. Sree Narayanan, Principal, Dr. MCET. The event came to a formal closure with Ms. P. Priya, Chairperson, WIE, thanking everyone who made the event, a successful one.

*Report by: Mr. S.Vignesh &
Dr. R. Sudhakar*

WIE Activity at Velalar College of Engineering and Technology

A Distinguished Guest Lecture was organized by WOMEN IN ENGINEERING Affinity Group of IEEE Student Branch of Velalar College of Engineering and Technology, Erode on 27th September, 2008.

Ms. N.A.K. Shalini, Final BME, Secretary of WIE Affinity Group, welcomed the gathering. Following her, Mr. B. Arumugam, Final BME, Chair of IEEE SB of VCET gave an introduction about **IEEE Student Branch of VCET**. Ms.V.Madhumathi, Final BME, Chair of WIE Affinity Group, gave an introduction

about **WOMEN IN ENGINEERING-Affinity Group**.

Dr. P.Sabapathi, the Administrative Director of VCET, gave the Presidential address. Dr. V.Ramachandran, the Vice Principal, and Dr. B.Santhanaraj, Chair, IEEE- EMBS Chapter, Madras section, felicitated the function.

The chief guest Prof.K.Helenprabha, Department of Electronics and Communication, Kongu Engineering College, presented a seminar on **“Women Empowerment”**. Following her,

our special guest Mr.N.V.Nathan, Chief Security Consultant, Wipro Technologies, Chennai, presented a lecture on **“Cyber Crime & Women”**.

The function came to conclusion with thanking note given by Ms. C. Varalaxmi, Vice Chair of WIE Affinity Group, followed by National Anthem.

*Report by: V. Madhumathi,
IEEE-WIE Chair*



IEEE MAS LINK SRA Systems Info Contest

H.R. Mohan

Chairman, IEEE CS, Madras Chapter
Editor, IEEE MAS LINK
AVP (Systems), The Hindu, Chennai

This is the sixth contest under Info Contest – an ICT quiz, a regular column in our newsletter LINK. The members are encouraged to participate in the contest and win a prize. Answers to the contest questions can ONLY be sent by email following the guidelines provided at the end of the questions. TWO lucky winners who answer to maximum no. of questions and early (selected by lot if multiple entries qualify) will receive an award of Rs. 500/= each, sponsored by SRA Systems.

Info Contest – 0810

This contest has four sections A, B, C & D having five questions each. The number in bracket at the end of the questions denotes the no. of characters in the answer string.

A. Identify the terms which are defined below.

- A1. Working at home but connecting to one's office by way of a computer network.
- A2. A utility that enables a user to log onto a computer or server and access its information remotely, for example, from home or a work location in the field.
- A3. A destructive type of computer program that attempts to disrupt the normal operation of a computer, rewrite or delete information from storage devices, and in some cases, cause physical damage to the computer.
- A4. Vertical portal; a portal that targets a niche audience.
- A5. A broadcast of video signals that's digitized and streamed on the World Wide Web, and which may also be made available for download.

B. Identify the company / product / magazine / service from the Tag Line.

- B1. Innovation with style
- B2. Linux for human beings

- B3. Computing for the next billion
- B4. Where information lives
- B5. Weekly insight for technology professionals

C. Provide the Answer.

- C1. Name the e-governance project of 1000 crores worth from Ministry of External Affairs which has been bagged by TCS recently.
- C2. Who claims to have launched the notebook lighter than "MacBook Air", what Apple touts as the world's lightest laptop.
- C3. Which celebrity has been appointed as Brand Ambassador for the Consumer Electronics business of Samsung in India.
- C4. Who launched the first 1 terabyte hard drive.
- C5. Name the computer-generated short film that was produced almost completely using open source software.

D. Fill in the blanks / Provide the answer.

- D1. Microsoft : Outlook = Mozilla : _____
- D2. Ruby on Rails: Insoshi = LAMP : _____
- D3. "Free software" is distinct from "freeware" State True or False
- D4. Name the software platform and operating system for mobile devices, based on the Linux kernel, developed by Google
- D5. Who has over taken over Bill Gates, who had been the richest American and number 1 on the Forbes list for 15 consecutive years

Guidelines to submit the answers to the Info Contest by email.

- In the Subject,
- Write the Contest No. (Info Contest – 0810) in the subject line.
- In the body of the mail,
- In the first line, write the contest No: Info Contest – 0810
 - In the second line, write your membership no.
 - In the third line, write your email id.
 - In the fourth line, write your name.
 - In the fifth line, write the answers to the five questions of Section A, separated by comma.
 - In the sixth line, write the answers to the five questions of Section B, separated by comma.
 - In the seventh line, write the answers to

the five questions of Section C, separated by comma.

- In the eighth line, write the answers to the five questions of Section D, separated by comma.

As the evaluation of the entries is automated, pl. ensure the above guidelines are followed.

Email the answers to:
hrmohan.infocontest@gmail.com

The last date to receive the answers by email is 5th Nov 2008.

Info Contest – 0809 Answers & Winners

Answers:

PDF, Protocol, Resolution, Scanner, Screenshot
IBM, Epson, NEC, Canon, Digit Adeona, Russia, Cuil, Shiretoko, True Chrome, Dreamcast, Nokia, N96, Algol

Winners:



Mr. V. Sathya Narayana
Sri Venkateswara College of Engineering
Mem No. : 90422869
Email: sathya@ieee.org



Mr. S. Hari Ganesh,
SSN College of Engg
SSNCE IEEE SB Vice Chair
IEEE GINI Madras Section Representative
Mem No. : 90302127
Email: shariganesh@gmail.com

Both the above will be awarded a prize of Rs. 500/= each. LINK acknowledges with thanks the sponsorship of the awards by SRA Systems (www.srasystems.com).

Section Membership as on 15th October 2008

Life Senior	-	7
Life Fellow	-	1
Life Member	-	3
Senior Member	-	73
Member	-	1271
Affiliate	-	26
Associate	-	117
Graduate Student Member	-	529
Student Member	-	4013
Total	-	6,040

COBIT 4.1 – Governance Framework for Effective Enterprise IT



R Vittal Raj
Chartered Accountant &
Director Certification, ISACA
Chennai Chapter

Is there a need to Govern IT?

For most organizations, IT, today, is a vital determinant of business performance and growth and for those organizations that do not realize this, improperly understood and mis-managed IT can be an inhibitor of business performance and growth, and may also prove fatal. Traditionally, IT has been relegated in its importance merely as one of the support functions. In reality, for any organization in any sphere of business, IT is responsible for processing, managing and delivering its life energy – Information. Information that supports effective decision making on seizing business opportunities, striking right strategies, operationalising day to day business processes, identifying and responding to business risks and in leading from the front.

IT Governance is the critical differentiator that separates organizations that have successfully leveraged on IT to lead their business and those that have not. Much different from mere IT management, IT governance starts at the helm of the enterprise, considers the larger picture and lays emphasis on relationships. As ITGI defines it: “IT governance is the responsibility of the board of directors and executive management. It is an integral part of enterprise governance and consists of the leadership and organisational structures and processes that ensure that the organisation’s IT sustains and extends the organisation’s strategies and objectives”

Hence there is need for:

- Top management to recognize and lead through demonstrative leadership for IT Governance
- Ensuring IT direction is governed by business requirements by aligning IT strategy with the business strategy
- Providing a common language for IT, Top management, auditors and other stakeholders, to define expectations, thereby enabling enterprise wide synchronisation
- Putting in place organizational structures that will facilitate implementation of strategies and goals
- Ensuring that IT risks are managed

- Ensuring that investments in IT are delivering value and measuring performance
- Ensuring that IT resources are used responsibly

Challenges in managing Enterprise IT

IT Governance, to many, is a boring, clumsy, hazy, utopian, theoretical subject... good for a classroom session that is best forgotten once you are out of it...but can you really wish it away? Yes you certainly can, if information gets delivered to all your stakeholders, meets or still better exceeds their expectations. But reality is different – most organizations are saddled with problems with IT that seem to be eternally entangled. IT and users never seem to understand each other’s expectations and problems, IT feels that the top management does not give an ear to IT’s demands but seemingly supports business users who go about nailing IT for enterprise targets not met, on the other hand top management feels IT never becomes accountable for its performance and ROI, mismanages IT risks that lead to business losses and so on. Most top managements and IT managements feel deadlocked over making IT deliver to business expectations.

The problem is to identify what & where exactly is the problem? Most managements are caught up with difficult questions:

- Why is IT not delivering to expectations, even though IT objectives are being set?
- How to make IT and its users see each others expectations?
- What are the IT resources that need to be managed and prioritized?
- How to drive process based IT and How to define controls for IT processes?
- How to assign roles and responsibilities for the various activities?
- How to establish measures that can be appreciated by both business and IT?

Overview of COBIT4.1 @ Framework

COBIT or Control Objectives for Information and related technology was conceived by the IT Governance Institute as business-focused, process-oriented, controls-based and measurement-driven framework. COBIT has identified 34 IT processes that are categorized into FOUR domains.

Business-focused

IT from a business focus is recognized as the key differentiator of the COBIT Framework. COBIT looks at IT not for IT sake but for business sake and delivers to the multi-dimensional set of stakeholders primarily the Management, Users and Auditors. Thus the key business requirements of quality, security and fiduciary are addressed.

COBIT recognises the key theme that - To achieve business objectives, enterprises require information and this in turn requires investment in and management of IT resources that further need to be controlled through a set of structured processes such that IT delivers the information that will support and extend the business objectives.

Information criteria is a key component of COBIT that enables defining the control requirements through seven criteria viz. effectiveness, efficiency, confidentiality, integrity, availability, compliance and reliability.

IT Resources in COBIT are defined in four categories of Application, Information, Infrastructure and People.

Process-oriented

In order to achieve IT objectives, various activities and tasks need to get done and to ensure the right direction and consistency of such activities, these need to be organized into sub-processes which further are categorized into processes. COBIT groups the various activities into four broad domains :

- Plan and Organise (PO)– Provides the required direction for meeting the information delivery expectations of the stakeholders
- Acquire and Implement (AI) – Outlines what needs to be set up to enable service delivery as per expectations
- Deliver and Support (DS) – Deals with delivering services and solutions in a manner that meet user expectations
- Monitor and Evaluate (ME) – Monitors the various processes to ensure that the planned and expected services are being delivered and resolve deviations

Once the business objectives and the related information requirements have been understood, the investment in right IT resources need to be supported by clearly defined set of IT activities and processes that will deliver the desired information.

Controls-based

COBIT is built on a strong controls foundation, which embrace on the Plan-Do-Check-Correct circle that delivers effective and consistent risk management. Control Objectives are defined for each of the 34 IT processes and designed to provide reasonable assurance that the business objectives will be achieved and undesired events will be prevented or detected and corrected. Control Objectives outline the high level requirements that management needs to get done to achieve control over the IT process. Detailed control objectives are defined for each of the 34 IT processes, that represent the key facets of control, if implemented would provide reasonable assurance on the achievement of the objectives.

Processes generally fail to deliver due to lack of ownership, lack of clear policies and procedures, improperly defined roles and responsibilities and inability to measure process performance. Further COBIT also identifies generic process control requirements that lay down the fundamental principles that need to be considered alongwith the detailed control objectives.

Amongst the reasons for poor controls are ambiguous understanding of what business benefits should be expected from IT processes and the underlying IT performance parameters, lack of clarity on assignment of roles and responsibilities, process inputs and outputs and metrics for measurement of outcomes and performance. COBIT provides an approach to resolving the above concerns. The RACI (Responsibility, Accountability, Consulted and Informed) Chart is an effective guide to assignment of roles and responsibilities for key IT activities in each process.

Measurement-driven

One of the historic dilemma dogging managements is the question on how to measure IT performance. COBIT presents with tools to measure IT performance at various levels. Performance metrics in COBIT are linked right from the IT activity level to the super seceding IT process to the related IT goal and thereby the related business goal. COBIT makes it possible to identify the root cause of any business outcome to its IT goal that can further be traced to the underlying IT process(es) and thereby IT activities. For eg. a security breach leading to a reputation loss to the enterprise can be traced to the failure of the relevant IT goal of ensuring no attacks result in business impact, the underlying failure of the Access Control process to prevent unauthorized

<i>Whom</i>	<i>What questions can COBIT help answer?</i>
<i>Executive Management</i>	<i>Is IT delivering value and are IT risks being managed efficiently? Is the investment in IT delivering value while balancing risks How well are we managing our IT and where do we stand amongst our competitors?</i>
<i>Business Management & Users</i>	<i>How to define business requirements from IT? How well are IT services being delivered in a controlled manner? How to derive assurance on the delivery of IT services?</i>
<i>IT Management</i>	<i>How to understand the business requirements and expectations from IT? What needs to be done to achieve the desired business outcomes from IT? How to measure the performance of IT processes and activities?</i>
<i>IT Assurance Professionals</i>	<i>How do we know IT processes are controlled? How do we substantiate our opinion on controls in IT? How do we advise on improvements in IT process that will lead to better achievement of objectives?</i>

network access and the failure of access management and monitoring activities . Hence measures enable motivating and in also identifying root cause of failures at the IT strategic, tactical and operational level.

The COBIT Maturity Model is a valuable tool that enables measurement of IT process maturity and answer top management questions on “Where are we?” and “Where we want to be?”. The maturity model also enables inter and intra industry benchmarking. Without being rigid, the maturity model enables every organization to assess its current IT process maturity and assist in deciding its target state. Based on the maturity measurement, the organization can identify the control objectives and related activities that need to be improved. Further based on risk and value drivers, it also provides valuable guidance on, what controls the organisation needs to apply.

COBIT 4.1 – Who can benefit from it ?

COBIT addresses the interests of various stakeholders primary amongst which are:

- Executive Management
- Business Management and Users
- IT Management
- IT Assurance Professionals

COBIT provides a structured IT control framework that addresses the needs of various stakeholders that results in:

- Better alignment of IT to business needs
- Provides a common language for the IT users and the IT management

- Provides a process oriented, controls based framework for consistent delivery of value from IT while balancing risks
- Is widely recognized and acceptable since based on globally accepted frameworks of control and drawing from established regulatory principles, hence acceptable to multi-various stakeholder requirements.

References:

Board Briefing on IT Governance 2nd Edition published by IT Governance Institute
COBIT 4.1® (Control Objectives for Information and related Technology)

Video program on Careers for Electrical Engineers and Computer Scientists

This program of about 30 minutes provides a bird-eye view of career possibilities in electrical and computer engineering. Engineers working for large and small employers discuss the nature of their work.

View it at http://www.ieee.org/portal/site/ieeetv/menuitem.6ce799f946c20d660374ca695bac26c8/index.jsp?&pName=ieee.tv.viewer&path=membport/ieee_tv&file=sloan_whatsout.xml&vid=46743&play=true

Forthcoming Events

NACLIN 2008: Eleventh National Convention on Knowledge, Library and Information Networking; Theme: Digital Futures: Strategies for Developing World Class Libraries; 4-7, November 2008, Karunya University, Coimbatore; Organised by: DELNET, Developing Library Network, New Delhi & Central Library, Karunya University, Coimbatore; Supported by: IEEE Computer Society, Madras Chapter & Div II (Software), Computer Society of India. Last Date for Submission of Papers: September 15, 2008. For details, pl. contact: Dr. H.K. Kaul, email: hkkaul@delnet.ren.nic.in OR hkkaul@gmail.com . For Registration, pl. contact: Dr. J. Dominic, email: naclin2008@yahoo.co.in Website: www.naclin.org

NCSOFT 08: National Conference in Software Engineering; 4-5, December 2008, Cochin University of Science & Technology, Kochi; Last date for paper submission: 15th Nov 2008. For details pl. contact Ms. Mini Ulanat, email: icccn08@gmail.com , mini_u@cusat.ac.in / ncssoft08@gmail.com

ADCOM 2008: International Conference on Advanced Computing and

Communication; 14 – 17, December 2008, MIT Campus, Anna University, Chennai, India; For details, pl. visit <http://annauniv.edu/adcom2008/>

ICCCN 08: International Conference on Computing, Communication and Networking; 18-20, Dec 2008 at Chettinad College of Engg and Technology, Karur. Supported by IEEE ED Society & ZIPS Research Foundation. Last date for paper submission: 15th Oct 2008. For details pl. contact Dr A.P. Kabilan, email: icccn08@gmail.com , apkabilan@gmail.com.

TIMA: 6th International Conference on Trends in Industrial Measurements and Automation; Theme: Intelligent sensing and control (towards energy management and environmental preservation); 4 – 6, Jan 2009, Chennai, India; Organised by: Dept. of Instrumentation Engg., MIT Campus, Anna University, Chennai; Last date for full paper submission(6 pages): 15th September,2008; For further details pl. contact: Dr. T. Thyagarajan, email: tima_2009@rediffmail.com

ICETiC 2009: International conference on Emerging Trends in Computing; 8-10, Jan 2009, Virudhunagar, Tamil Nadu; Organized by: Dept. of CSE, Kamaraj College of Engineering & Technology; Supported by: IEEE Madras Section, IEEE Computer Society

- Madras Chapter, Computer Society of India - Div II (Software). Last date for paper submission: 31st Aug 2008. For Further details, pl. contact: Er. N. Saravana Selvam, email: icetic2009@gmail.com, Website: www.icetic2009.org/

ICWIS-09: International Conference on Web Intelligent Systems; 8 – 10 January 2009, Chennai, India; Organized by: Rajalakshmi Engineering College, Chennai; In Association with: IEEE Computer Society - Madras Chapter, Computer Society of India - Div II (Software) & Chennai Chapter, Indian Institute of Information Technology and Management – Kerala. Last date for the submission of extended abstract: July 30, 2008. For further details, pl. contact: Website: <http://www.rajalakshmi.org/icwis09>, email: icwis09@rajalakshmi.org

NCCSE 2009: National Conference On Computational Science And Engineering; 6 – 7 Feb, 2009 at Kochi. Organized by: School of Computer Science, Rajagiri College of Social Sciences, Cochin in association with Computer Society of India (CSI) Div II on Software and CSI Cochin Chapter. Send the papers by 15th Dec 2008 to Mr. Madhu S. Nair at the email: madhu_s_nair2001@yahoo.com/ madhu.rajagiri@gmail.com. For details visit the website at visit www.rajagiri.edu

2009 TCS Excellence in Computer Sciences Week

The 2009 TCS Excellence in Computer Sciences Week (TECS Week) will be held from January 5-9, 2009 at the Tata Research Development and Design Centre in Pune, India. **TECS Week** is organized to bring the highest quality education in Computer Science to the most gifted young computer scientists in developing countries. For details of TECSWeek'09, please visit: <http://www.tcs-trddc.com>

The topic for TECS Week'09 is: **“Decentralized and Cooperative Computing”**

This course will cover a broad spread of issues, including design and analysis of peer-to-peer and social networks; design of decentralized, cooperative systems that can operate correctly even when individual nodes deviate from their specification because of failures, errors in software configuration, malicious attacks, or even selfish behavior resulting from nodes attempting to maximize their own utility; as well as challenges in designing protocols for the Internet – a very large decentralized and cooperative computing platform.

The speakers at TECS Week'09 include:

- Lorenzo Alvisi (University of Texas at Austin, USA)
- Peter Druschel (Max Planck Inst. for Software Systems, Germany)
- S. Keshav (University of Waterloo, Canada)
- Ravi Kumar (Yahoo! Research, USA)
- Guru Parulkar (Stanford University, USA)

Applications are invited to participate in TECS Week'09. TECS Week is directed towards young postgraduate and research students, faculty and young professionals from research institutions and industry.

There is no fee for participation in TECS Week.

Important Dates: Deadline for submitting an on-line application for participation in TECS Week is November 7th, 2008.

Unified Indian Digital Repository

Karthic Nadarajan
II Year, Information Technology
Coimbatore Institute of Technology
nkarthic_cit@yahoo.co.in

Abstract

The growing number of internet users and the increase in need for bandwidth for access, information storage and retrieval have propelled the need for effective open access digital repositories. This paper proposes an idea for the creation of a unified data repository for India called UNIFIED INDIAN DIGITAL REPOSITORY (UIDR). Further, the infrastructure requirements and challenges in this undertaking are discussed

1. Introduction

The primary goal of this paper is to propose a design and framework structure required to implement a National Digital Repository (NDR). In the present information age it is highly important to have a robust, free to access, inter-networked database. According to reports from an IAMAI-IMRB survey as on March 2008, the estimated India user database is 54m ever users and 43m active users.

Accounting for the growing number of people accessing digital data in recent times, this figure is projected to increase by leaps and bounds in the foreseeable future. Thus creation and

maintenance of the infrastructure required for open access repositories in India, is highly essential for the development of the knowledge base of our users.

2. Unified Indian Digital Repository (UIDR) – A Proposal

In this section I outline the infrastructure and security requirements that will help create a free-to access national digital repository – and propose a Unified Indian Digital Repository (UIDR).

2.1. Network Infrastructure

The primary initiative in such a project will be the establishment of digital data repositories in every university in the country employing Local area networks (LAN). This can further be improved by providing a criterion in national ranking for the number of records created by each university. As indicated earlier, educational Institutions have a huge part to play.

Research and implementation prove to be the backbone of a developing nation and information sharing is an integral part of our growth. We can expand such local networks by building a state centre which is networked with all other institutions in the state. This can be achieved through a WAN network using switched virtual circuits which makes the data access readily available as per requirement. A further improvement would be to build a regional centre which will be connected through a WAN to all other state centers in the region. Finally, there can be a national headquarters for Digital Data

Repositories linked by a WAN with a dedicated physical circuit connected at all times with the regional headquarters.

The next aspect under consideration is accessibility and integrity of such a massive database.

2.2. Access and Integrity of Data

Provisions for data warehousing must be established in all regions. We can implement Individual search algorithms for each institution and a general search algorithm for the whole database. The network must be fully meshed meaning all data must be accessible from all parts of the network. The region heads along with the central office must form the part of a National grid. This grid is setup for the purpose of peer review and each department must be interconnected to form separate grids. Consider an example operation of such a grid ; whenever a new research or papers are submitted anywhere in the country first the material must be passed on to the region headquarters which access the resources of the grid and sends the paper for review to the experts all over the country. Once this review has been passed the paper is introduced in the national repository. This way we can prevent the storage of wrong data as there is a large expert panel reviewing the data and as the work is split the reviewing process is much faster. We can extend this idea to any number of potential applications. Also this grid maybe used to transfer large volumes of data back and forth without the use of the network. The network must be secure

and open access at the same time with filters for spam and seamless monitoring. Existing data software like d-space or e prints maybe used or steps may be taken for the development of new software. We can have a registered access to prevent misuse of such networks. The creation of a search algorithm must be of very high priority in a country like India as the digital divide is large. We must also ensure that the search engine is user friendly with high accuracy.

2.3. Challenges

Networking is an ever evolving domain and creation of such massive networks for universities, critical National Research and defense establishments is a challenge considering the breadth and diversity of our nation. Bandwidth will also need careful calculation and adoption of Fiber optics or Wimax technologies with continuous backup of critical data is a huge research and development initiative involving multi-domain experts and huge funding. Access from remote places which do not have basic infrastructure is stumbling block to be overcome. Development of intelligent and efficient algorithms is a critical factor for the success of such an initiative. Additional challenges will be in setting up a server stack across sites for managing data which will need dedicated hardware and RAID support.

This article theorizes the possibilities of creation of such a data base and every aspect mentioned above will need dedicated and sustained efforts.

GINI Madras – Hub Leaders Training and Erode Hub Level IEEE Awareness and Placement Training



An IEEE Erode hub level meeting and GINI Madras Section Hub Leaders Training Program were organized jointly by Erode Sengunthar Engineering College and M. P. Nachimuthu. M. Jaganathan Engineering College. It was held at Erode Sengunthar Engineering College on 30th and 31st of August, 2008. Around 250 members from the colleges of Erode Hub and Hub leaders from various hubs attended the program.

On 30th Aug, the meeting was inaugurated by Mr. Jaison Abey Sabu, Mentor, R10 GINI, IEEE Madras Section. The Inaugural function was

presided over by Udyog Rattan Thiru J.Sudhanandhan, Correspondent. In his Presidential address, he stressed the importance of Professional Ethics and added that IEEE paves a way to improve the students' professional skills. The felicitation was given by Dr. G. Ramadoss, principal of the college, who highlighted the various advantages of IEEE in the college and its implication in the college.

In the first session, Mr. Jaison Abey Sabu spoke about IEEE and its advantages like journals, awards etc. Everyone was introduced to IEEE, its origin, growth, classification around the world, allied societies of IEEE and on its latest venture GINI.

In the second session, placement training in the areas of group discussion and interview was given by Mr. Jaison Sabu. He advised the students to improve their technical and communication skill, so as to equip themselves to get placed in reputed organizations. At the end of the session, vote of thanks was given by Ms. Anuja Devi, WIE Coordinator, MPNMJEC.

On 31st Aug, the GINI Madras Section Hub leaders training program was conducted. The program was triggered by Dr. Suresh Chander Pal,

SAC and the Chair of GINI in Madras Section. The IEEE Code of Ethics was administered by Mr. Ranjit R. Nair, Secretary, GINI MAS and the congregation administered the same by repeating it. The Session was then conducted by Mr. Jaison Abey Sabu, Mentor, GINI Madras Section. A general introduction of GINI was given by Mr. Barnabas and Mr. Jaison Abey Sabu. The delegates were enlightened about the LINK (Local Integrated Network of Kerala) and the formation of GINI and the necessity of GINI in Region 10.

After a short break, Jaison highlighted on the need for a Student Branch and he gave a brief note on what are the benefits of the Student Branch followed by the problems faced by Student Branches were also discussed. Dr. Suresh Chander Pal made a special note on the Rebates for the Student Branches on the submission of the reports on or before the due date. The duties of the Student Branch Officers were also discussed.

After the lunch, a brainstorming session was conducted by Mr. Jaison Abey Sabu for the student delegates. The action plan for the forthcoming year was worked out based on brainstorming. The meet came to an end with a short valedictory address by Dr. Suresh Chander Pal on energizing the hub leaders to revive the weak and sick student branches in due course and achieve solid results by the end of the year.

Report by: Ranjit. R. Nair, Secretary, GINI Madras

Software Engineering Code of Ethics (ACM / IEEE)

- | | | |
|---|---|---|
| <ol style="list-style-type: none"> 1. PUBLIC: Software engineers shall act consistently with the public interest. 2. CLIENT AND EMPLOYER: Software engineers shall act in a manner that is in the best interests of their client and employer consistent with the public interest. 3. PRODUCT: Software engineers shall ensure that their products and related modifications meet the highest professional standards possible. 4. JUDGMENT: Software engineers shall maintain integrity and independence in their professional judgment. 5. MANAGEMENT: Software engineering | <ol style="list-style-type: none"> managers and leaders shall subscribe to and promote an ethical approach to the management of software development and maintenance. 6. PROFESSION: Software engineers shall advance the integrity and reputation of the profession consistent with the public interest. 7. COLLEAGUES: Software engineers shall be fair to and supportive of their colleagues. 8. SELF: Software engineers shall participate in lifelong learning regarding the practice of their profession and shall promote an ethical approach to the practice of the profession. | <p>Personal Ethical Rules</p> <ul style="list-style-type: none"> o Never steal data for personal gain. o Never distribute proprietary information obtained as part of your work on a software project. o Never destroy or modify another person's programs, files, or data. o Never violate the privacy of an individual, group, or organization. o Never hack into a system for fun or profit. o Never create or spread a computer virus or worm. o Never use computing technology to facilitate discrimination or harassment. |
|---|---|---|

Guidelines for submitting articles and reports to get published in the newsletter IEEE MAS LINK

- | | | |
|--|--|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> The matter may be in doc / rtf / txt format. <input type="checkbox"/> Pl. use single column format. <input type="checkbox"/> Photographs in digital form not to exceed 1024 pixels in width. <input type="checkbox"/> Do not embed the photograph in the document. Send them separately. | <ul style="list-style-type: none"> <input type="checkbox"/> Images referred in articles may be embedded at appropriate places in the document. <input type="checkbox"/> Provide your name, full affiliation, membership no. and email id at the end of the matter. <input type="checkbox"/> Send the matter by email with the subject | <p>“Matter for LINK <month & year>”</p> <ul style="list-style-type: none"> <input type="checkbox"/> Address the email to ieeemaslink@gmail.com with a copy to ieeemas@gmail.com <input type="checkbox"/> Matters sent to other email ids may not be considered. <input type="checkbox"/> Submit the materials by 8th of the month to facilitate inclusion in that month's issue of LINK |
|--|--|---|

Visit our Website
www.ewh.ieee.org/r10/madras

Licence to Post:
 W.P.P No. : TN/CC(S) Dn.35/06-08
 Posted On : 24th October 2008
 Posted at: Egmore RMS (Patrika)

FROM:



Room No. 3, ISTE Professional Centre
 Gandhi Mandapam Road
 Chennai 600 025

Tel : +91 44 2442 3939 Cell : 93823 28776
 Fax : +91 44 2442 3939
 Email : ieeemas@eth.net, ieeemas@gmail.com

TO: