Chairman’s Message

Dr. T. Thyagarajan
thyagu_vel@yahoo.co.in

Estee med Members,

Wish you all a happy festival. You will be happy to note that October was a festival month for the IEEE Madras Section. The IEEE-day was celebrated on 8th October 2010. On the same day new IEEE Microwave Theory and Techniques Society (MTT-S) Madras Chapter was inaugurated. Again on 30th October, IEEE Robotics Society Madras Chapter was inaugurated. More than 25 Engineers from L&T became the members of IEEE. Four new student branches were also started functioning from the month of October. You will now agree with me that October was a really festival month for us. I am sure with your encouragement, guidance and support the executive committee will make many more months as festival months.

By the by, in my last month’s message, I shared my thoughts about, ‘Looking West wards’ for pursuing MS program for the benefit of student members. This month let me present some details on, “How to plan for pursuing Management Courses?” (Ref: GMAT: The passport to global management study, article written by B.S. Warier, page No.14, The Hindu, Monday, August6, 2007, Education plus). You have to look into updated formats and procedures (www.mba.com, www.hindu.com/nic/0051) as they change time to time.


Some of the important Admission Tests (Conducted during DEC/ JAN/ FEB) are listed below:

- CAT: Common Admission Test – conducted by IIMs
- MAT: Management Aptitude Test – Conducted by All India Management Association, Delhi
- GMAT: Graduate Management Admission Test – Conducted by global B-schools
- XAT: Xavier Admission Test – Conducted by Xavier Labor Relation Institute, Jamshedpur

From The Editor’s Desk

H.R. Mohan
hrmohan@gmail.com

Dear Friends,

As the industry prefers to employ management graduates with engineering background, a significant no. of engineering graduates take up higher studies in management. In this regard, to help the student members, our section chairman has provided the tips and also listed the opportunities in management areas.

LINK congratulates Mr. S. Rajavel, Vice Chairman, IEEE Madras Section, Chairman, IEEE Industry Automation Society Madras Chapter for becoming a Senior Member of IEEE.

LINK congratulates Mr. S. Jegan of Kongu Engineering College and Mr. M.S. Haresh of Velammal Engineering College, the winners of the Info Contest -1009 who will receive a prize of Rs. 500/= each sponsored by SRA Systems.

Third time in a row, we are unable to publish all the reports on the activities held at different student branches due to space constraints. However, we have managed to publish about 20 activities and the balance have been carried forward. It looks that either we may have to increase the current page limit of 12 to 16 or explore to publish the information on the Web.

Our section has started the new society chapter, IEEE – Robotics & Automation Society under the chairmanship of Dr. G.V. Rao on 30th Oct 2010. A detailed report on this will appear in the next issue of LINK.

LINK is pleased to present the readers a summary of the findings of a study on “Motivational Level of Youth towards Entrepreneurship in Tamil Nadu” carried out by Mr. Hari Krishnan, a student of Mechanical Engineering from Thiagarajar College of Engineering. For the detailed 10+ pages report, pl. contact him at hari8790@gmail.com

We wish to draw the attention of the student counselors who the special offer at USD 40/= has been exted for the year 2011 for the combined membership of IEEE & IEEE CS along with the access rights to IEEE CS Digital Library. Pl. encourage the students to avail this offer and benefit.

The month of December is famous for Music and Conferences. The readers may find the following conferences are of interest to them.

- ICoAC-2010: 2nd International Conference on Advanced Computing, 14-16, Dec 2010 at Anna University Chennai, MIT Campus, Chennai. www.annauniv.edu/icaco2010
- ICSIP-2010: International Conference on Signal and Image Processing, 15-17, Dec 2010 at RMD College of Engineering, Chennai www.rmd.ac.in/icsip2010/

LINK requests the matter for publishing is sent by 8th of every month as per the guidelines available at http://ieee-madras.managedbiz.com/guidelines-matter-for-ieee-mas-link.pdf Pl. note that we will be constrained to ignore the matter if not submitted as per the guidelines.
NCRTIT-10: National Conference on "Recent Trends in Information Technology"

The Department of Information technology of B.S. Abdur Rahman University (BSAU) organized its second National Conference on 12th and 13th August 2010 in association with the IEEE Computer Society, Madras Chapter and the Division IV of the Computer Society of India on the theme "Recent Trends in Information Technology".

The NCRTIT-10 conference began with the inaugural programme which was presided over by the Vice Chancellor of BSA University Dr. P. Kanniappan. Registrar Dr. V. M. Periasamy welcomed the gathering. Special welcome address was given by the Head of the Department of IT Dr T. R. Rangaswamy. Ms. P. Usha, Associate Professor / IT briefed the audience about the conference.

Dr. Latha Tamilselvan, Professor / IT introduced the chief guest Mr. Viswakumar Subramanian, Vice President (Technology), Cognizant Technology Solutions, Chennai. After the release of the conference proceeding, in the inaugural address, Mr. Viswakumar Subramanian, elaborated the current trends in IT and pointed out that IT services sector is gaining importance and IT services management would play a key role in the near future.

Mr. H.R. Mohan, Chairman, Div IV, CSI & IEEE CS, AVP (Systems) The Hindu Chennai, in his address appreciated the activities of the department and emphasized the importance of IT in the near future. He also encouraged the students to become members of the professional associations such as CSI & IEEE and conduct more such conferences to enlighten the importance of IT. He was introduced to the audience by Mr. S. Subburam, Associate Professor / IT. The inaugural program was concluded with the vote of thanks by Mrs. P. Latchoumy, Assistant Professor (Senior Grade) of IT department.

The conf. had an esteemed group of eminent speakers giving their ideas through the following invited talks on current trends in IT.

- Dr. R.K. Subramanian, Former Professor of Computer Science, University of Mauritius gave an invited talk on “Recent & Emerging Developments in IT”.
- Dr. V Ramachandran, Former VC Anna University, Trichy, Professor CSE, Anna University, Chennai, in his invited talk highlighted the importance of Distributed Service Model in the IT scenario.
- The third invite talk was on “e-Governance initiatives in Tamil Nadu – A case study,” by Mr. E. Iniyah Nehru, Senior Technical Director, NIC, Chennai.

Out of the 44 papers received for the conference, through a peer review process, 11 were selected for presentation in two sessions which were presided by Dr. K. M. Mehta, Dean / SCIS & HOD / CSE, BSAU and Dr. P. Sheikh Abdul Khader, HOD / MCA, BSAU.

The valedictory session was presided by Mr. E. Iniyah Nehru, Senior Technical Director, NIC, Chennai. After the feedback by the participants, the delegates were given the participation certificates by the Registrar of BSAU. The conference was concluded with the vote of thanks by Ms. P. Usha, Associate Professor / IT.

Report by Dr. T. R. Rangaswamy, HOD/IT, BSA Univ., and Mr. H.R. Mohan, Chairman, IEEE CS & CSI Div IV

Chairman’s Message continued…

- **ATMA**: AIMS Test for Management Admission Conducted by association of Indian Management Schools
- **ICET**: Integrated Common Entrance Test Conducted by Osmania University, AP
- **JMET**: Conducted by IITs and IIs
- **IIFT**: Conducted by Indian Institute of Foreign Trade, Delhi
- **IRMA**: Conducted by Institute of Rural Management, Anand
- **TISS**: Conducted by Tata Institute of Social Sciences, Mumbai
- **SNAP**: Conducted by Symbiosis Institute

There are many more leading institutes/ universities who conduct their own admission tests for entry into their B-schools. In general the test duration is of 2 to 4 hours including breaks. The test comprises of 3 parts namely

- **Analytical Writing Assessment** (analysis of an issue, analysis of an argument),
- **Quantitative** (problem solving, number systems, HCF, LCM, ratio and proportion, percentages, profit & loss, interests, time work, time and distance, clocks, calendars, set theory, quadratic remainder, permutations, probability, trigonometry etc) and (data interpretation charts, tables, graphs) and
- **Verbal** (reading comprehension, sentence correction, antonyms, synonyms, English usage, sentence sequencing, logical arrangements).

Selection Process: It will be based on Test Performance, Academic Performance, Group Discussion, Personal Interview, and Work Experience.

Career Opportunities in the field of Management: **FINANCE**: (Management, Portfolio Manager, Internal Auditor), **HR**: (Personnel Manager, Industrial Relations Manager, Welfare Manager, Estate Manager, PRO), **PRODUCTION**: (Production Manager, Project Manager, Quality Control Manager, Purchase Manager, Production Planning Manager), **SYSTEM MANAGEMENT**: (System Manager, Project Leader, Analyst, Database Administrator, System Maintenance Manager), **MARKETING**: (Brand Manager, Marketing Manager, Advertising Manager, Sales Manager, Marketing Research Executive, Customs Relations Officer, Logistics Manager, Manager Retailing)

I shall share some of my thoughts about higher studies pertaining to ME/M.Tech in my December month message.

Affectionate office bearer

Dr. T. Thyagarajan
IEEE-Day Celebration and the Inauguration of IEEE - MTT Society Chapter

The Madras Section celebrated the IEEE-Day Celebrations on 8th Oct, 2010 evening at the Alumni Center, CEG Campus, Anna University, Chennai. Prof. Dr. P. Mannar Jawahar, Vice Chancellor, Anna University, Chennai, was the Chief Guest at the function.

On the same day, the IEEE Microwave Theory and Techniques Society (MTT-S) Madras Chapter was also inaugurated by Dr. P. Mannar Jawahar.

After the inauguration of the MTT-S chapter, Dr. P. Hanumantha Rao, Senior Scientist, SAMEER, delivered a keynote talk on “Advances in Microwave Technologies”.

Dr. T. Thyagarajan, Chairman IEEE Madras Section welcomed the gathering and introduced the Chief Guest. Dr. S. Salivahanan, Immediate Past Chairman introduced the keynote speaker. Dr. N. R. Alamelu, Secretary proposed the vote of thanks. Around 100 IEEE members participated in the function. To commemorate the occasion, past chairpersons and the executive members were honored and a blue tie with IEEE logo / a USB drive (for ladies) was distributed to all the IEEE members present.

IEEE PES Intra Dept. Students Paper Presentation & Talk at AVIT

A special technical event ‘Intra department student’s paper presentation’ was conducted by the Student Chapter of IEEE PES AVIT on 30th Sep 2010. Dr. N. Veerappan, HOD / EEE & EIE presided. Mr. K.V.Rupchand, Chair IEEE PES Madras chapter was the Chief Guest.

Ten papers pertaining to Renewable Sources of Energy were presented by the third and final year students. Meritorious papers were awarded cash prizes, three for the final year students and one for the third year students. Authors of all the papers were given certificates of participation. The efforts taken by the participating students are commendable.

Following the paper presentations, the chief guest Mr. K.V.Rupchand made a presentation on ‘Renewables Inevitable for Sustainable Energy’. He gave an Overview of IEEE & PES and Renewable energy sources with particular emphasis on Hydro Power. He described the details of ‘Indian River Grid’ as a viable alternative to Interlinking of Rivers in India with multiple benefits including 65,000 MW of Reversible Hydro Power.

Report by: Er. K.V.Rupchand, Chair/IEEE PES Madras Chapter

IEEE Day Celebration at K.S. Rangasamy College of Technology

The IEEE student branch of K.S. Rangasamy College of Technology, Tiruchengode celebrated the IEEE day on 8th October 2010. The day began with the ceremonial tribute to the Almighty. Ms. C. Indhumathi, IEEE graduate student member welcomed the gathering. Dr. K. B. Jayanthi, HOD/ECE addressed the gathering, Dr. K. Thyagarajh, Principal delivered the principal address and Dr. K. Duniiswamy, Dean delivered the presidential address.

Mr. S. Saravanan, IEEE coordinator delivered the presentation on “The IEEE and the benefits of IEEE membership”. Various events like technical discussion, quiz were conducted. All the IEEE student members participated and enjoyed the celebration.

The function came to a formal closure with Mr. M. Navaneetha Krishnan, IEEE graduate student member, thanking everyone who made the event a grand success.

Report by: Mr.S.Saravanan, AP/ECE, saravanan@ksrct.ac.in

Books

Computer Architecture and Organization – Design Principles and Applications

This book, authored by Prof. B. Govindaraju is the 2nd and a revised edition of the popular one on the same title published in 2003. Structured in three layers, the book covers the fundamentals of computer architecture and organization, design aspects of different sub systems of a computer and deals with special topics such as parallelism and advanced computer architecture. Supported by solved problems, case studies, and examples, it provides a complete description of computer architecture for professionals ranging from beginners to experienced ones. Salient Features in the revised edition include: Comprehensive coverage of concepts. Revised and enhanced review questions. Modifications in the chapters according to the latest developments. Published by: Tata McGraw Hill Education Pvt Ltd. Pages: 860+xxvi. Price: 495. CSI & IEEE members can get a discount of 20% and free courier shipment within 3 working days on placing the direct orders with the publisher’s representative Mr. Suman Kumar Datta at suman_datta@mcgraw-hill.com

Software Engineering – Concepts and Applications

This book, organized in five parts namely Understanding the Realm of Software Engineering; Planning and Managing Software Development; Making Software; Testing, Maintaining and Modifying Software Systems and Latest Trends of Software Development tries the bridge the gap between what is taught in the classroom and as practiced in the industry. Each of the 23 chapters starts with Learning Objectives, a motivation to engage the readers’ interest and ends with a summary and takeaways, exercises and review questions to test the understanding and references relating to the chapter coverage. Case studies in many chapters highlight the real world scenario. A dedicated chapter dealing with concept to code illustrates the development of a software system. Author: Dr. Subbajit Datta. Published by Oxford University Press. Pages: 496+xx. Price: Rs. 325/-

The IEEE Student Branch of Jeppiaar Engineering College, in association with IEEE Madras section successfully organized “IEEE Student Conclave’10”, on 20th and 21st August, 2010. The event was a convergence of technical seminars, innovative talks on career building and personality development etc…

The program began with a ceremonial tribute to the Almighty. The Student Branch Chairman Mr. Anand welcomed the gathering. The event has formally inaugurated by lighting the “kuthu vizhaku”.

Dr. Jeppiaar, Chancellor, Sathyabama University released the “Souvenir” of “IEEE Students Conclave 10” through on line in the student branch website www.jeppiaarieee.org. In presidntial address, he had emphasized the importance of IEEE student membership the key benefits student member can out of it. In the chief guest’s address Dr. T. Thyagarajan has outlined the motto behind this mega event and he briefed the awards and recognitions for the IEEE student members from IEEE Madras section and IEEE Head Quar ters. Dr. Suresh Chandar Pal spoke on the role of IEEE in the academics. Mr.Somjit Amrit, Vice president Wipro Technologies enlightened the event by giving an awareness speech on the trends in IT. Mr. M. K Sudarson, Senior Manager, CTS spoke about the soft and technical skills the student must develop to become a part of IT industries.

Dr. Thyagarajan, in his interactive session, brief ed about, “Soft Skill Development”, “Entrepreneurship”, “Personality Development” and also delivered a talk on “Emerging areas of various engineering disciplines”. He had also highlighted the importance of Lateral Thinking, Which would enhance professional skills among the student members of IEEE.

In the next session Mr. Rangarajan from TCS, Chennai dealt with RFID solutions. Few videos were screened to explain the way the RFID technology is being used in departmental stores.

Dr. V. Rajendran, in his session dealt with “Recent Trends in Marine Engineering” and also discussed on his research topic “Acoustics”.

In the post-lunch session-I, Mr. Prasad Madavan dealt with the topic entrepreneurship. He briefed on the need of entrepreneurs, equalities needed for entrepreneurs and choosing business in the competitive market. He briefed on the importance of small scale industries as, the most striking aspect of the industrial landscape of India is its Micro, Small and Medium Enterprises (MSMEs) sector. He added that MSMEs account for almost 45% of the total industrial production and 40% of the total exports in the country and the functioning of over 3 million units stands testimony to the dominance of this sector, which provides more employment than any other sector, stimulates industrial growth, and nurtures entrepreneurial talent.

In the post lunch session-II, Mr. Sathyam, CEO, Neo Silica, Hyderabad, inculcated the qualities and virtues one must possess in this competitive world and attributed these characteristics to success of the person in one’s field. He was discussing that - Every successful entrepreneur has a novel idea behind his success, we all know “winners don’t do different things they do things differently”, so let us see how to think different and keep the key factors in our palm. Various other strategies for the business management were also analyzed and shared during his session. The final session of day one was handled by Mr. Paranathan Sararvanan, Software Design Engineer, Microsoft. He said that research is the backbone of industrial revolution and it leads to innovative solution. He brought awareness to the field of research and showed light to areas where active investigations are going on. The participants were happy with his session as he was giving exclusive prizes to those were answering his questions during the session. He urged the students to participate in many events, competitions and get inspired to build the future.

In the evening cultural program conducted by the IEEE student members of Jeppiaar Engineering College, the girls started with a dance performance depicting the different festivals that are being celebrated across India. Next was a skid by boys which made everyone to think about the real craze that the younger generations have towards the cini field. Following this, there was a dance by boys and the final rocking performance was given by “The 18 Degrees Dance Crew” of Jeppiaar Engineering College.

The day two events started with a session on “Wireless Communication” by Mr. Balaji, Senior Design Engineer, Nokia dealing with the overview of wireless sensor networks. He explained that “wireless communication has become an essential part of our and presented a case study and also gave an introduction to various research areas in wireless communication. In the following session, Mr. N. Santosh Arjun, ASIC Design Engineer, NVIDIA, Bangalore spoke on information hiding technology, (also known as Data hiding or Steganography), which is a process of embedding secret message into a cover media for the purpose of covert communication, authentication, security and copyright.

Mr. Felix of Infosys, Mysore and also the founder cum immediate past student chairman of JEC, IEEE Student Branch gave an enlightening speech on the topic “Marketing Yourself”. He also presented on the importance of “The graduates of last decade” [GOLD] and how much important is GOLD, for a professional to create a unique identity for himself.

In a session by Mr.Gowtham Prasad, Technical Consultant Microsoft, Bangalore, the speaker shared his experience with IEEE, uncovering the challenges faced throughout the journey of success. In his talk, he was rendering
n a fun filled story of '4 Idiots' and their journey through IEEE from their student life. He uncovered the challenges they were facing, how they grew in their careers and gave back to IEEE. He was involving the students in the conclave to do some marketing like stuffs, which really had a good impression on the minds of delegates who attended the conclave.

In the final session, a very entertaining and enthusiastic speaker, Mr. Visan Koshy Vargese, from Accenture, Bangalore stressed on the importance of Personality Development, which would help to personalize individuals in the modern world. He helped the delegates to develop the self-confidence, vision, wisdom, motivational impact and delivery skills that the most effective quality leaders have. He taught the "magic" of building a team whose members work together effectively and positively, bringing the exceptional performance improvements that good leadership and successful teamwork can bring.

The queries among the students members in working with IEEE Student Branch and running a successful student branch were been discussed by the four Gold members from different sections as it was an essential theme of the IEEE Students Conclave.

The function came to a formal closure, with Anand B Student Chairman, thanking everyone who made the event a grand success. The guidance from the directors of JEC, the able support of the branch counselor Mr. Sellakumar and the assistance and guidance of the IEEE Madras Section in conducting the conclave successfully were highly thanked.

Inauguration of Activities and Guest Lecture at National Engineering College

The IEEE student branch activities at National Engineering College, kovilpatti for the academic year 2010-11 were inaugurated on 30th August, 2010. Prof. Ramalatha Marimuthu, IEEE R10 WIE coordinator, Prof and HOD/ ECE, Karpaya Vinayaga College of Engineering and Technology, Chennai, was the chief guest. The function was graced by the presence of Dr. N.S. Marimuthu, the Principal and Dr. Kn.K.S.K. Chockalingam the Director and Mr. M. Willjuice Iruhayarajan, IEEE student branch counselor.

The function began with a tribute to the almighty. Mr. S. Kumaresan, secretary IEEE student branch welcomed the gathering, and Ms. M. Karthika, treasurer, IEEE student branch introduced the chief guest. Dr. N.S. Marimuthu, the principal delivered an inaugural address which emphasized on the involvement of IEEE members in various technical activities at the college. S. Arun, chairman, IEEE student branch introduced the office bearers for the academic year 2010-2011 and also listed out the IEEE activities for this academic year.

Prof. Ramalatha Marimuthu launched the animation describing the IEEE student branch activities and delivered a special address. She briefly described about the benefits of being an IEEE members and WIE activities. She spoke about the achievements of an Indians in the international level, which inspired many of the young minds. She also briefed about the ‘sanganum’ project. Dr. K. K.S. K. Chockalingam, the director presented a memento to the chief guest. Mr. S. Naveen, joint secretary, IEEE student branch delivered the vote of thanks. The function ended with the national Anthem.

In the afternoon session, Prof. Ramalatha Marimuthu delivered a guest lecture on “Improvement of Processor Architecture using Vedic Mathematics”. In this lecture, a brief introduction about VLSI was discussed and also design of a multiplier using different algorithms using Vedic Mathematics was explained. The event was a great success and it inculcated and enthusiasm among the students to update them self with recent trends in the field of VLSI Design. Mr. M. Willjuice Iruhayarajan, IEEE student branch counselor, Mr. Arul Edwin Raj and Mr. S. Rajagopal under the able guidance of the Principal and the Director organized the inaugural function and the guest lecture.

Report by M. Willjuice Iruhayarajan,
Student Branch Counselor, NEC,
M_willjuice@yahoo.com

Inauguration of IEEE Student Branch at National College of Engineering

The IEEE Student Branch of National College of Engineering, Maruthakulam, Tirunelveli was inaugurated on 7th August 2010 by Mr. T.S. Rangarajan, Vice-Chairman, IEEE Madras Section, Chennai. The function started with the Quirath and Tamil thai vayzthu. Mr. M. Vinod, Student Chairman welcomed the gathering. Prof. Dr. Mohamed Sitheeq, Principal, National College of Engineering delivered the presidential address. Mementos were given to the guests Mr. T.S. Rangarajan and Dr. R.K. Selvakumar, Secretary, IEEE Podhigai Section. Mr. T.S. Rangarajan handed over the student branch certificate to Prof. Dr. Mohamed Sitheeq, IEEE Department Head. Then, the guests Mr. T.S. Rangarajan and Dr. R.K. Selvakumar delivered special talks and highlighted on the “Responsibilities of IEEE Student Branch in Engineering Institutions”. At the end of the function, Prof. S. Mohiadeen Abdul kadhar, Student Branch Counselor and HOD/IT, National College of Engineering proposed the vote of thanks.

In the afternoon, as a part of IEEE student branch activities, a seminar was organized. Mr. T.S. Rangarajan delivered a special talk on “Research Issues on RFID” and Dr. R.K. Selvakumar delivered a special talk on “Designing and Modeling the Student Project”. The function was indeed a grand success.

Office Bearers of the student branch:
Mr. Vinod Muthukani - Chairperson
Mr. Mohamed Basil - Vice-Chairperson
Sirajudeen
Ms. Jeswin Berlin Shalini - Secretary
Ms. R. Christy Goldin - Treasurer

Report by: Prof. S. Mohiadeen Abdul Kadhar, Student Branch Counselor,
Kader_psr@yahoo.com
IEEE Student Branch of M.Kumarasamy College of Engineering, Karur had organized SYMPOMKCE’2010, a National Level Technical Symposium sponsored by IEEE Madras Section during 3-4, Sep 2010. At the inaugural session, welcome address was given by Dr. T. Senthivel, a notable professor in GRI (Gandhipram Rural Institute) and an expert in Agricultural and Animal Husbandry and Mr. Felix Fedalis, the hub leader of Chennai Circle IEEE Colleges. Dr. T. Senthivel delivered an effective speech about medical, industrial and agro importance of our future nation. His slide presentation was quite different and innovative. After his speech, he clarified the queries raised by the students.

The second session started with the host college MBA Director Dr. S. Kuppasamy giving interesting points relating to “self development skills” in an effective and humorous manner. In the final session, Mr. A. Srikanth from TCS spoke about IEEE’s history, its importance, salient features, utilities and role of IEEE in engineering.

In order to cheer up the participants from various colleges we had organised some mind twisting activities like sudoku, quiz with both technical and non technical and IEEE related questions which was conducted by the vice chairman of IEEE MKCE Ms. Jocie ancy of Pre-final year EIE.

The afternoon session started with Treasure Hunt followed by a session by Mr. Felix which dealt with the ways and means of developing students for the future needs of organizations by meeting the needs of employers and highlighting the skills needed for an engineer to fulfill the future needs. He also spoke about the IEEE’s importance which plays a role in the placement of a student.

Most of the participants were Non-IEEE members. Hence, IEEE Membership Drive was organized by Mr. J. Gouthaman, Past Chairman of IEEE SB-MKCE who had enrolled a remarkable number of IEEE student members in the academic year. He had received the certificate of Appreciation from IEEE USA signed by IEEE 2010 President Dr. Pedro Ray for his outstanding support for the Student Branch activities as Chair along with Mr. S. Gokulraj, Vice-Chair and Mr. R. Bharatwajanprabu, an active member in this student branch.

Towards the end, “who am i along with spell bee” event was conducted with audience’s active participation. Certificates for all the participants and prizes for winners were awarded by Dr. D. Valavan Principal of M.Kumarasamy College of Engineering along with Prof. V. Kavitha, IEEE SB Advisor / HoD of ECE department. The programme end with the national anthem and wishes from all for our upcoming IEEE events.

Report by: S. Arunkumar, Chair-IEEE MKCE, sarunkumar@ieee.org
Engineer’s Day at Sri Krishna College of Engineering and Technology

IEEE student branch of Sri Krishna College of Engineering and Technology, Coimbatore conducted a Mini Project Exhibition cum Competition, to commemorate the Engineer’s Day on 15th Sep 2010.

The event was organized to challenge student’s theoretical and practical knowledge and help them in applying knowledge from studies to practical problems in real world. The exhibition was formally inaugurated by the IEEE Branch Counselor Prof.Muthuraman Ramaswamy and was coordinated by Mr.Rinishanth Kumar and Mr.Hari Venkatesh, Ex-com Members, SKCET IEEE student branch.

The event attracted a lot of participation, where students from different departments showcased their innovative and stupendous ideas. Witricity - the power transmission, Labview interfaced Robot, wireless security system, smart grid, Electronic Simulation software developed by student team, industrial automation using GSM were a few which attracted the audience.

NCISE-2011
3rd National Conference on Information and Software Engineering
18-19, Feb 2011 at AVIT, Chennai
Organised by
Dept. of Information Technology, AVIT
IEEE CS Student Branch, AVIT
Supported by
IEEE CS Madras Chapter

Call for Papers
Paper Submission : 21st Dec, 2010
Intimation of Acceptance: 18th Jan, 2011
Camera Ready Paper & Registration: 28th Jan, 2011

Registration Fee
Industrial Delegates: Rs. 1500/-
Academic Staff & Research Scholars: Rs.1000/-
 Students: Rs. 750/-
IEEE Members: Rs. 500/-
Delegates (Only Participation): Rs. 500/-

For further details, pl. contact
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IEEE MAS Link
SRA Systems
Info Contest
H.R. Mohan
Chairman, IEEE CS, Madras Chapter
Editor, IEEE MAS LINK
AVP (Systems), The Hindu, Chennai

Info Contest - 1011
Email your answers to this 29th edition of Info Contest by 5th Dec 2010 to hrmohan.infocontest@gmail.com with subject “Info Contest 1011”. Please provide your name, membership no. company/college name and your full postal address along with contact phone nos. after the answers. The first person to answer correctly and one randomly selected lucky winner will be awarded Rs. 500/= each by SRA Systems (www.srasys.com). Answers along with the winner info will be published in the next issue.

Provide the answers
1. WiMAX is faster than 3G. State True or False
2. NComputing is a player in desktop virtualization. State True or False
3. Which Indian mobile phone has entered in the Guinness World Record for being the lightest touch mobile phone in the world?
4. TravelMate is a notebook from ———
6. What is common: Brutus, ObiWan, Burp Intruder
7. SMS : 160 = Tweets : ———
8. Name the hardware independent OS created by 14 year old class IX student Suyash Srijan
9. Identify the company whose tagline is “Power Your Laptop”
10. Buzzword is an online word processor from ———

Info Contest – 1009
Answers & Winners
Answers:
Test, Team, Time, Total, Transistor
Io, system file, Paul Zimmerman, Novell, Kibibyte
Ohio, Haptems, Ctrl+Alt+Del, Desteaming, Munging
Four, Glasgow, Shera, Jiyo Ultho Bado Jeeto (Live, Rise, Ascend, Win), 40000
Punjab, China, Horse, Cricket, Beagling

Winners:
Mr. S.Jegan
Kongu Engineering College
Mem No.: 90896838
Email: jegan.sathy@gmail.com

Mr. M.S. Haresh
Velammal Engineering College
Mem No.: 90739617
Email: harishceeb@yahoo.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).

The judges for the event were Prof. V. Chandrasekaran, Head of Electrical department, Prof. Dr. S. Sophia, Electronics and Communication department, Ms. N. Manonmani, Senior Lecturer, Electrical department, Mr. Venugopal, Lecturer, Mechatronics department. Totally, 74 teams of about 220 students from different departments participated in the event.

Report by: Mr N Krishna Prakash,
IEEE Student Branch Faculty Advisor,
krishnaprakash@ieee.org

LINK congratulates Mr. S. Rajavel, Vice Chairman, IEEE Madras Section, Chairman, IEEE Industry Automation Society Madras Chapter and the Executive Vice President, Electrical Construction (Domestic), Larsen & Toubro Limited, Chennai for being elevated as a Senior Member of IEEE
Awareness Program on “CSDA & CSDP Certification” at AVIT


Mr. Dhian Singh, Technical Head, Purna Career Solution (IEEE Registered Education Provider), Chennai was the resource person at the programme. He highlighted the importance of professional certifications and explained in detail the salient features of the programmes offered by IEEE CS such as CSDA & CSDP and informed on how to go about taking part in these certification examinations.

Dr. (Mrs.) N.R. Alamelu Principal, AVIT, gave away the presidential Address. Dr. A. Anthony Irudhayaraj Dean (IT) Aarupadai Veedu Institute of Technology welcomed the gathering and briefed the importance of professional certifications in career development.

Faculty members and students from the Department of Information Technology participated and benefited by this awareness programme. Mr. C. Karthikeyan HOD (Information Technology) delivered the vote of thanks.

IEEE Day Celebrations at CEG Campus, Anna University

The staff and student members of IEEE Student Branch, CEG campus celebrated the IEEE day on 7th Oct 2010. Dr. P. Suresh Chander Pal, Chairman of the Students Activities Committee, IEEE Madras Section was invited as the Chief Guest while the event was presided over by Dr. N. Kumaravel, HOD, ECE & Senior member of IEEE. Mr. S. Padmanaban, Chairman, IEEE Student Branch, CEG campus was also present.

The event started with an invocation to the Almighty. Mr.C. Nagarajan, Secretary, IEEE Student Branch, CEG campus welcomed the Chief Guest with a bouquet and also welcomed the gathering. It was followed by the presidential address by Dr. N. Kumaravel who shared his experiences with IEEE. He said that he had joined the IEEE as a student member during his post graduation at PSG College of Technology, Coimbatore and continues to be a member of IEEE. He cited several incidents how IEEE helped him to gain information about the latest technological advancements.

Followed by the presidential address was the special address by the Chief guest Dr. Suresh Chander Pal. He had joined the IEEE as a student member during his studies in Alagappa Chettiarch College of Technology, Chennai and had been an active member in the IEEE since then. Being the Chairman of the Student Activities Committee, he was able to give a wide range of information about the advantages of joining IEEE. The structure of IEEE and also the various committees in a Student Chapter were presented. The chairpersons of the committees like Networking, Website were selected by him and the timeline for the inauguration of the activities by these committees were also announced.

The chief guest, then informally discussed with the students about engineering and career. It was well received by the students as it was interactive and thought provoking. A variety of soft skills like time management, leadership quality, planning skills were discussed. A handful of tips regarding placement and interviews were also given by the chief guest. On the whole, it was a very informative and useful session conducted for the benefit of students.

As the function drifted towards its end, Mr. Padmanaban presented a memento the Dr. Suresh Chander Pal as a token of thanks and love while Mr. C. Nagarajan presented a memento to Dr. N. Kumaravel thanking his constant care and support.

Ms. T. Abinaya, Vice Chairperson, IEEE Student Branch, CEG campus proposed the Vote of Thanks. The function was ended with the National Anthem.

Workshop at Vivekanandha College of Engineering for Women

IEEE Student Branch of Vivekanandha College of Engineering for Women organized a workshop on “Programming Logic Controllers” on 6th & 7th Oct 2010. The workshop was inaugurated by the Chief Guest Mr. R. Jothinathan, Executive Engineer, Mettur Thermal Power Station. The Inauguration of the activities was embarked in a traditional way by lighting a kuthuvilaku.

The Presidential address was delivered by Prof. Dr. M. Karunanithi, Chairman & Secretary of the college. The Principal Dr. R. K. Gnanamurthy welcomed the gathering. The Administrative Officer Mr. M. Chokkalingam offered the felicitation. Mr.B.Gopinath Asst.Prof/Head /EEE introduced the office bearers.

Er. R. Dinesh Potti and Mr.V. Ravishankar, CRG Engineer, Prolific Systems, Coimbatore were the speakers at the workshop. The workshop covered the topics such as Importance of Controllers; Implementation of Controllers; Tools for Programming and Real Time Systems. The participants found the workshop informative and interactive.

Ms. S. Jennifer, Secretary, proposed the vote of thanks. Around 120 students from various colleges in Tamilnadu participated in the workshop.

Report by: Mrs. T.R.Sumithra, AP-EEE, IEEE Student Branch Counselor
Student Chapter Inauguration & Technical Seminar at St. Joseph’s College of Engineering & Technology

The Inauguration of IEEE Student Branch at St. Joseph’s College of Engineering & Technology, Thanjavur was held on 6th Oct 2010. The event started with the prayer song and the lighting of lamp and the blessings of our correspondent Rev. Sr. Sasikala, D.M.I and our Admin Rev. Sr. A. Arul shobha, Our Principal Dr. C. Loganathan enlightened the students about the importance of professional associations and its objectives. Asst. Prof. Mrs. S. Devi, HOD of ECE department welcomed the gathering and proposed the activities and activities planned during the academic year 2010-2011.

The Chief Guest, Major V.V. Chandrasekaran, Treasurer IEEE Madras Section delivered the inaugural address in which he had stressing the need for the students to keep in pace with the competitive world through cultivating the mandatory skills like communication skills, project management skill and leadership skills. He also highlighted the benefits of being the members of IEEE. While offering felicitations at the inauguration of the student branch, he appreciated the whole-hearted support and encouragement given by the management and the facility. He requested faculty to start IEEE student branch society chapters in various engineering disciplines with the blessings and support of the management.

The interactive session with the students was very lively and it was nice to witness the overwhelming enthusiasm displayed by the students to join IEEE in large numbers. Ms. V. Mahalakshmi of final year ECE delivered the vote of thanks.

Inauguration of Student Branch at Sudharsan Engineering College

Chandrasekharan. The dais was shared by several dignitaries such as the Vice-Chairman of Sudharsan Engineering College Shri. Vijay K.Sundaram, Principal Dr. M. Radhakrishnan, Academic Council Officer Dr. M. Prabhagar, Head of EEE Department Mr. A. Ravi, and Students Chairman Mr. S. Shine Johnson.

The program started with the prayer song by Ms. G. Akilandeswari, Final year EEE Student. Following this the welcome address was delivered by Mr. C. Raja shanmugha, Assistant Professor, Department of Electrical and Electronics Engineering.

Mr.A.Ravi, HOD/EEE introduced the chief guest. Later, Shri.Vijay K. Sundaram, the Vice-Chairman of Sudharsan Engineering College honored the chief guest. Dr. M. Radhakrishnan, the principal of Sudharsan Engineering College, in his address expressed happiness in fulfilling his dream of starting IEEE student chapter at SEC.

Major V.V. Chandrasekharan in his valuable speech, stressed the importance of having an active student branch and encouraged the students to participate in various activities of IEEE.

The vote of thanks was proposed by Mr. B. Pradeep, Final year EEE Student. The program ended with the national anthem by Ms. G. Saraswathy and Ms.R.M.Uma, Final year EEE Students.

Technical Awareness Programme at Jayaram College of Engineering and Technology

A thing of beauty is joy forever-John Keats.

Here, we can say a thing of technical activity is worth forever in nurturing the young mind towards engineering & technology. IEEE student branch of Jayaram College of Engineering & Technology organized a one day technical awareness programme on 28th Sep 2010 which gave the students the tremendous opportunity to exhibit their talents and skills in engineering & technology. More than 50 students from various department of JCET made their presence to enrich the knowledge with latest technological reviews and awareness.

Dr. N. Kannan, Principal & Branch Mentor delivered the presidential address. Welcome address was given by IEEE Students Branch Counselor Prof. A. Kavitha. The highlight of this technical awareness programme was the technical paper presentation. Papers were invited from various departments of JCET. The best papers were awarded with cash prize of Rs.1,000, Rs.750, Rs.500 for I,II,III positions respectively.

The other event in the programme was The Brain Testual (Quiz) in which the students enthusiastically participated. They were not only answering the questions but also updated with profound knowledge. The best three performances were awarded with cash prize Rs.500, Rs.350, Rs.200 for I,II,III positions respectively.

At the end of the session, the winners were awarded with cash prizes and certificates. The certificate of participation was distributed to all the participants.

At the end of the programme, vote of thanks was proposed by student branch Treasurer Mr. M. Manoj Prabakar (ECE Dept) and the programme ended by national anthem.

*Report by: Prof. A. Kavitha, Branch Counselor*
A Study on Motivational Level of Youth towards Entrepreneurship in Tamil Nadu

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The days are gone where parents expect their children to work under the roof of Government. With Entrepreneurs booming the industry in almost all the sectors encompassing retail, manufacturing and Information technology, the advent of first generation entrepreneurs have become more predominant. Furthermore, Innovations in every industry are the crux for its sustenance. This is where the Engineers shoulder the responsibility of Innovating and managing their own innovation to market viable products and become successful entrepreneurs.

“No risk is big if the entrepreneur has the intuitiveness and the intensity of effort to succeed whatever the market conditions are” says the Vice-chairman of Cognizant Mr. Lakshmi Narayanan. Thus the study on their motivational level becomes vital.

This case study done on the engineers lead to an interesting conclusion. Here 71 respondents from different background were selected and their response was got in a 5 point Likert scale.

The initial hurdle to be climbed in any issue is the willingness to do that thing. Here the willingness of the target people to become an entrepreneur along with their Entrepreneurship coefficient was analyzed. 80% of the girls have a positive coefficient/ attitude towards entrepreneurship, but a huge 65 % of this girls go back when it comes to willingness to take entrepreneurship as a career. On the boys front, 60% have a positive coefficient/attitude towards entrepreneurship, but only 15% among these boys go back when it comes to taking this as their career. This clearly gives the picture, girls are much motivated towards doing entrepreneurship but given to practical conditions it’s the boys who come out. The societal situation of the girls proved to be the main reason for this behavior.

The next step after the willingness and motivation is, getting accustomed to the practical ambience of the market and entrepreneurship. This is what sustains the motivation/ fire built inside. This was dealt with as the awareness factor. Boys had a coefficient of -0.04 and girls with -0.23 in a scale of -1 to 1. These negative coefficients suggest that the high level of motivation struggles to go to the next step of materializing due to poor awareness of the youth of the Entrepreneurial environment.

Beyond awareness, some other vital factors affecting the Engineers’ turning out to Entrepreneurs were found to be

- The Initial investment,
- Self-Confidence and Risk taking ability,
- Stress and Time Management,
- Business Mind and the motive for social cause.

The initial investment is a concern; this got an Acceptance Level of 76.6% from the respondents. This interpreted the lack of awareness of current financial assistance by the government, Incubation centers, and the venture capitalists. Also lacks of practical ideas contribute significantly to this concern. There was a 78.2% AL* for the statement that “I will be rewarded once I take Risk”. This shows high self-confidence, owing to the considerable high motivational level. But the 60.2% AL from the same people for the statement “On choosing to be an Entrepreneur I have a fear of failure”, (as failures would de-motivate them) shows that people step back from taking risk despite good self-confidence.

An ample 63% AL* was found among the respondents for the statement meaning “Entrepreneurs have a stressed life and a tough time in managing their time”. This indicates the current youth are prone to stress and are inadequate to manage the stress due to poor Time Managing skills. An astounding 80% AL was found among the Engineers favoring the statement “I takeup entrepreneurship for a social cause/Social Motive, Eg. Providing employment to people through their company”.

Suggestions based on the study to improve the Entrepreneurial potent among the target group:

- Setting E-Cells and conducting various B-Plan competitions.
- Organizing stress management competitions /workshops, educating the youth on proper time management methods.
- Concentrating more on the women to increase and bring out their entrepreneurial talents.
- Incubation centers sponsored by government at district levels.

Steps taken by our college:

The study groups at the Thiagarajar College of Engineering have implemented the Entrepreneurship Development Forum which conducts Business Plan contests and allied competitions. It has considerably helped in developing the awareness of the students on entrepreneurship.

An Innovation club ‘Students Club for Augmenting Innovation’ under the National Innovation Foundation has been implemented and the innovations are being scouted and given the suitable platform to showcase it.

On a conclusive note, the motivation and the attitude of the engineering youth in Tamil Nadu is up to the mark, but the lack of practical knowledge and the cognition of real world issues along with the fear of failure and stress prevent them from becoming Entrepreneurs and sustaining in the field.

TECH FEST’10 at Jeppiaar Engineering College

(3rd year EEE), began with a briefing on the event. Two tech videos on “6th sense digital interfacing” and “x box 360” were displayed in the first session. It proved to be mind capturing and kept the audience under wrap attention. The credit goes to Arun Noel Victor of 2nd year.

In the next session, Interhouse quiz was conducted in which 10 teams participated. The realm of “Quiz” is vast and unfathomable. The quiz teams performed marvelously and were found to be filled with enthusiasm. Students were benefited from this activity as the questions raised were from various fields like Sports, Current Affairs, Literature, Puzzles and they reported a positive feedback. At the end of the event, gift vouchers were distributed to the 1st and 2nd ranked team members.
Achiever’s Meet - Panel Discussion at Dr. NGPIT

Dr. NGPIT IEEEEE-WIE organized the “Achiever’s Meet” on 24th Sep 2010 by inviting renowned persons in various domains and conducted a Panel Discussion on “Engineering Education: Today’s Context & Tomorrow’s Challenges”. The panel members were Prof. Ramalatha Marimuthu, Chair, WIE Global Committee, Prof. K. Jayaraman, Mentor & Competency Developer in ICET, Dr. N. Muruganathan, Director, Research & International Relations, Karpagam University, Dr. K. Porkumaran, Vice Principal Dr. NGP Institute of Technology, Dr. R.V. Pujeri, Vice Principal KGISL Institute of Technology, Ms. Saranya Damodaran, CEO, Technocrat Solutions.

Dr. K. Porkumaran, Vice Principal/Branch Counselor – Dr. NGPIT IEEE introduced the panel members and then highlighted the importance of the theme and pointed out the four major phases in engineering education viz., Knowledge, Skill, Employability and Competency.

Prof. Ramalatha Marimuthu initiated that students lack in imagination in the current scenario. Only creativity leads to innovations. A forum of such kind should be created for students to make them employable.

Prof. K. Jayaraman added that the industry looks for adaptable engineers who enrich themselves with the capability of learning. He insisted that the technology gap between the Institution & Industry should be filled to enlighten employability & competency can be achieved only when knowledge and skills are applied.

Dr. N. Muruganathan differentiated the definitions of Engineering & Technology by quoting Aristotle. He suggested that learning engineering flaws will help in innovations than memorizing engineering laws by relating with Edison’s experiment in inventing incandescent bulb.

Dr. R.V. Pujeri stated that the industry keenly observes the attitude of students when they are interviewed.

Ms. Saranya Damodaran shared that quantity hardly makes any resource valuable and a disparity exists in today’s engineering education.

Dr. K. Porkumaran concluded that the intellectual ability of students should be triggered in the right sense to confer future challenges.

A forum has been created in which academicians & resource persons share their views on the topic through e-mail.

The outcomes of the discussion were:

- It was observed that today’s Engineering Education is highly focused on theoretical concepts than insisting upon the practical applications.
- The students should in cultivate creativity and innovations.
- They should develop listening, analyzing, synthesizing and applying skills.
- Faculty should train the students to become adaptable to the industrial requirements.
- The challenges our system of education lies in interfacing the students with the industry.

The session concluded with the vote of thanks by Dr. K. Porkumaran, Vice principal & HOD of EEE department. Over three hundred participants including faculty & students attended and interacted with the panel members.

This programme imparted an ample stimulus on the student community to innovate, achieve and serve the society. The function turned to be a sensational milestone in the IEEE-WIE history of Dr. NGPIT.

Guest lecture on “AVIONICS and Space Research” at Kalasalingam University

The IEEE Student Branch of Kalasalingam University celebrated the IEEE day on 7th October, 2010. As part of this, a guest lecture on “AVIONICS and Space Research—An Indian Perspective” was organized. The resource person was Mr. T.R. Radhakrishnan Nair, from ISRO Inertial Systems Unit, Trivandrum. The Welcome address was given by Dr. D. Devaraj, R&D Head and IEEE Student Branch counselor of Kalasalingam University. He spoke about the Kalasalingam University IEEE Student Branch activities and urged all students to join IEEE. The introduction of the resource person was given by Kalasalingam University IEEE Student chairman Mr. S. Arun Kumar, 2nd year, M.Tech in Embedded systems.

Mr. Radhakrishnan Nair, in his lecture explained about the Avionics Equipments used by Indian space launch vehicles and how different testing and standards are performed for each systems. The lecture covered a brief introduction about Gyroscopes principles and its application in the control area. He covered some of the real life experience he had with design, development and testing of some of these devices both in testing conditions and in real flight conditions. Some of the related topics he covered are on Rate gyro system development, inertial measurement unit devices and navigation systems. The series of testing procedures done on the devices are the main highlight of the talk and on how to maintain reliability of the device with respect to so many changing parameters. The talk covered on the basic difference of components used in ground conditions and on space level conditions and its features.

This guest lecture event was attended by about 250 students from various departments. At the end, Ms Abhinaya of 3rd year B.Tech proposed the vote of Thanks.
Seminar on “Emerging Trends in Communication Systems and Technologies”

IEEE Communications Society Madras Chapter organized a one day seminar on “Emerging Trends in Communication Systems and Technologies” at Alumni Center, Anna University on 9th Oct 2010. The seminar was organized as the culmination of seminars organized on 28th Aug and 15th Sep 2010.

The inaugural function was presided by Dr T Thyagarajan, Professor, Department of Instrumentation Engineering, MIT Campus, Anna University and Chairman, IEEE Madras Section. In his presidential address Dr T Thyagarajan stressed upon the membership services offered by IEEE. Earlier Dr N R Alamelu, Chairperson, IEEE Communications Society Madras Chapter, welcomed the gathering.

The seminar was declared inaugurated by Dr K Francis Jacob I.T.S. General Manager, FCI South Zone, Chennai. In his inaugural key note address Dr K Francis Jacob spoke on the need of convergence and emerging trends in telecom industry.

Dr K Gunavathy, Professor, Department of Electronics and Communication Engineering, PSG College of Technology, spoke on Fourier transforms and its applications in communication engineering.

Dr H Mangalam, Professor, Coimbatore Institute of Engineering and Technology, Coimbatore spoke on Low Power signal processing.

In the afternoon session, Mr S Shivkumar, Managing Director and CEO of Axis-V, spoke on ICT enabled learning concepts.

Mr Praveen Sekar of Cypress Semiconductors, Bangalore spoke on pSOC-programmable Silicon on chip the flagship product of Cypress. He also spoke on the University interaction program that Cypress was having with colleges and universities.

The seminar was attended by around 90 participants from engineering colleges and universities from various parts of Tamil Nadu.

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

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Posted at: Egmore RMS (Patrika)