



TIREZIA

Colors of Malaviya



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THE INSPIRING LUMINARY



MAHAMANA PT. MADAN MOHAN MALAVIYA

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Message from The Editorial Board

“Obstacles are those frightful things you see when you take your eyes off your goal.”

A month has passed since the start of this academic year and the sinews of the university now gallop forth to hitch its wagon to the star. As the wispy clouds drift across the skies of Purvanchal, the sun peeks through and lightens the glistening flora that sways in the nonchalant rhythm of the cool breeze that blows across the Malaviyan grounds. The landscape recites a prologue to the festive season in vicinity as the preparations for the revelling event of Techsrijan gather momentum. With this edition of **Tiresia**, **The Editorial Board** catches the vibrancy of this dexterous month.

FROM VICE CHANCELLOR'S DESK

I am pleased to note that the fifth issue of University's monthly newsletter titled **Tiresia** is being released in September 2014 by the Student Activity Centre of the University. This issue of the newsletter shall include the updates and information regarding the initiatives taken for positive change in the transformation of erstwhile M.M.M. Engineering College into M.M.M. University of Technology as the first residential technological University of Uttar Pradesh. Since the University is reconstitution of M.M.M. Engineering College so it has inherited a legacy of Malaviyans since 1962.

I understand that this emergence of the University would have not been possible without the goodwill, remarkable professional service to the society, accomplishments, support and brand created by the past students, teachers and staff members apart from various other reasons.

I am confident that such monthly newsletters will act as a reporter for the tale of University activities and achievements on academic fronts and other endeavors in providing quality technical education & enhancing the employability and placement activities of the students, accomplishments of the teachers and staff members on monthly basis. Such newsletters should not only be informative in nature but also be persuasive in focusing on displaying the multifarious activities of curricular and extra-curricular nature, the awards and achievements of the students, teachers and staff, the training services and the career being offered to the students and the alumni interaction.

I extend my best wishes to all the members of **The Editorial Board** and believe that this newsletter shall act as potential communication link amongst all stakeholders inside and outside the University for dissemination of information about good practices and seeking feedback for improving the academic environment of the University for achieving the excellence in technical education.

Prof. Onkar Singh

FROM CHIEF EDITOR'S PEN

I feel extremely delighted to share with the readers release of the fifth issue of monthly news letter in September 2014, at our university portal in the shade of a young, experienced, dynamic, visionary and scholarly vice-chancellor Prof. Onkar Singh. Of course, we have been bringing out the same under the aegis of erstwhile M.M.M. Engineering College, Gorakhpur dating back to April 2010, yet the speciality of the present issue is that it, besides providing the readers with the details of information and activities of in and around the university, speaks a volume about the destiny of the university. The student members of **The Editorial Board** deserve appreciation in carrying on “the old order changeth yielding place to new” with doubly increased energy and enthusiasm.

Dr. Arjun Dubey

Tête-à-tête

with

Mr. Suresh Kumar



Mr. Suresh Kumar, a Civil Engineer from the first batch of Malaviya (1962-67), is personified benchmark for all of us. Glued with the roots of this college he has reached a stage in his life from where looking back would be like witnessing a glorious saga. He retired as a Director, CMM (Programme AGNI missile) and is now a freelance writer by choice. The Editorial Board had the privilege to interview him, where he openly shared with us his vision. Here is an excerpt from what he had to say:

Q1: How would you describe your life post Malaviya?

A journey in pursuit of all that is excellent, a journey which continues even today and will continue till I live. It is because at Malaviya, I realized that life is so challenging and trying to win it is more so. Wining was never an option for me but my ultimate goal and wining all the challenges of life is the ultimate motives of our lives. Knowledge (both theoretical and practical) acquired at Malaviya has stood by me perfectly in understanding and solving technological issues throughout my life.

Q2: How do you think will the university status benefit our college and what are the challenges associated with it?

Getting a university status should not be an end, but a beginning to strive for greater heights. It might help smoothening administrative processes. There are many possibilities which could be explored and the administration would be playing the lead role in doing so. But the real success will be in the quality of product that will come out of it.

Q3. From your humble origins, you have reached the esteem position in your life. What would you say about your success secret?

Be honest to yourself. Never run away from the responsibility. Put your best to deliver what is expected out of you. Truth always triumphs. Stand by it, whatever be the temptation.

Q4. How would you describe your college life and what difference do you observe in college in your time and the present time?

Being its initial years and our numbers being small, we had a lot of bonding amongst ourselves and also with teachers. Mobile phones, Internet and Television were not around. We had postal department, slide rules and Radio/newspapers. Engineering drawings were made with the help of pencils, drawing boards and T- squares. Inter connected libraries have made access to all references available throughout the world. It is only to be expected therefore, that technological advances of still greater importance are achieved and that too at a rapid pace.

Q5. What message do you like to convey to the inquisitive students of the Malaviya?

Never let your hunger for knowledge be satisfied. There is no such good in this world, which cannot be made better. Always strive for your goals and no matter what comes your way, never let go of your dreams. Your mindset may be such that you don't believe doing what you love is possible. This can artificially box you in. So to be out of the box, you must first clear all the prejudices and work hard towards your dreams without thinking of their accomplishments because the biggest failure of your life can be not even trying.

*“Opportunity
does not
knock, it
presents
itself
when you
beat
down the
door”*

Campus News

- With the progress of the exhilarated session **The Editorial Board** came out with its first event **MALAVIYAN ACE** for second year, third year and final year students. The students got a chance to analyze themselves in the field of Quant ,C language and Verbal Analysis along with an eye-popping General Studies.
- **TCS Lucknow** conducted an expert lecture programme on August 28 for pre-final and final year students.
- **ECES** society conducted the **INDUCTION** process for it's new members .The society also conducted **VHDL** classes for the second year students.
- Going into the field of academics, the first **MINOR TEST** took place from August 25 to 27.
- **Council of Student Activities** was established. Nomination of members for Hobby Club, Photography Club etc. took place.

Turbulent Commercials

'One which seems good, sells good' is a common proverb used in the marketing world. This is the basis of the world of advertisements. Basically, advertising is a form of communication used for marketing and to encourage, persuade or manipulate an audience. As the industrial revolution took place, this world of advertisements grew rapidly. While on one hand, advertising is regarded as the life-blood of modern business; on the other hand, some scholars criticise it and hint at its evils.

Advertisement is a sort of day-dreaming for the people. These days it is taking the people away from reality and into the realm of artificiality. Through its medium people get information about new products. The brilliance of new products really gets on their nerves. They want to buy them but have no resources at their command. Consequently, they start feeling upset with their present status. Taking it as a social evil, it can be said that advertisement undermines social values.

Many times, foul languages and objectionable pictures are used in advertisements in order to attract a particular class. It causes decay of social values. Moreover, excessive exposure to advertisements may lead children to smoke, use alcohol and practice poor nutrition. Advertisements also show a distorted version of reality. Believing in advertising, consumers buy the product. On its use, they feel cheated. Thus, people lose confidence in advertising because of wrong presentation.

The critics of advertising hold an opinion that money spent on advertising is a waste. They may be correct to a large extent, but it is a fact that without ads, we might have to buy things based on incomplete information or go through more complicated ways before getting to know the products or services. To conclude, I would say that though we cannot live without advertisements but we must be careful how we live with them.

STUDENT MEMBERS

FINAL YEAR

Abhay Maurya
Asad Khalid
Garima Singh
Harshita Srivastava
Nitín Mishra
Priya Singh
Rajshree Mishra
Resham Tyagi
Shikhar Srivastava
Shivam Sinha
Tushar Srivastava
Utkarsh Tripathi

Predicting a 3-Dimensional Future

Since the 1960s, theatergoers have shelled out for crude 3-D glasses, polarized glasses, and shutter glasses to enhance their viewing experience. These basic devices, used to trick the brain into perceiving an artificial three-dimensional reality, may soon be rendered obsolete with the introduction of new holography technology developed by Tel Aviv University researchers. Tel Aviv University doctoral students Yuval Yifat, Michal Eitan, and Zeev Iluz have developed highly efficient holography based on nanoantennas that could be used for security as well as medical and recreational purposes. Their research uses the parameters of light itself to create dynamic and complex holographic images. In order to effect a three-dimensional projection using existing technology, two-dimensional images must be "replotted" — rotated and expanded to achieve three-dimension-like vision. But the team's nanoantenna technology permits newly designed holograms to replicate the appearance of depth without being replotted. The applications for the technology are vast and diverse, according to the researchers, who have already been approached by commercial entities interested in the technology. "We had this interesting idea — to play with the parameters of light, the phase of light," said Yifat. "If we could dynamically change the relation between light waves, we could create something that projected dynamically — like holographic television, for example. The applications for this are endless. If you take light and shine it on a specially engineered nanostructure, you can project it in any direction you want and in any form that you want." The researchers worked in the lab for over a year to develop and patent a small metallic nanoantenna chip that, together with an adapted holography algorithm, could determine the "phase map" of a light beam. "Phase corresponds with the distance light waves have to travel from the object you are looking at to your eye," said Prof. Hanein.

STUDENT MEMBERS

THIRD YEAR

Adarsh Chaudhary
Aishwarya Chauhan
Asmita Pal
Divi Khare
Mudit Saxena
Pragya Pandey
Rajesh Kumar Ojha
Ritika Gera
Saurabh Dubey
Shweta Srivastava
Sonali Mishra
Vijaya Laxmi Acharya
Vishal Sharma

"In real objects, our brains know how to interpret phase information so you get a feeling of depth, but when you look at a photograph, you often lose this information so the photographs look flat. Holograms save the phase information, which is the basis of 3-D imagery. This is truly one of the holy grails of visual technology." According to the researchers, their methodology is the first of its kind to successfully produce high-resolution holographic imagery that can be projected efficiently in any direction. This can be used for scientific research, security, medical, engineering, and recreational purposes. Imagine a surgeon, who is forced to replot several CAT-SCAN images to generate an accurate picture. By generating just one holographic image, she could examine symptoms from every angle. Similarly, an architect could draw up a holographic blueprint that he could actually walk through and inspect. The applications are truly endless.

STUDENT MEMBERS

SECOND YEAR

Abhishek Singh
Abhishek Yadav
Ankita Jaiswal
Antra Saxena
Deeksha Sharma
Dhawal N. Asthana
Lisha
Purna Arya
Ravikant
Ritvik Verma
Siddharth Sagar
Srijan
Shubham Chand
Vishal Tiwari