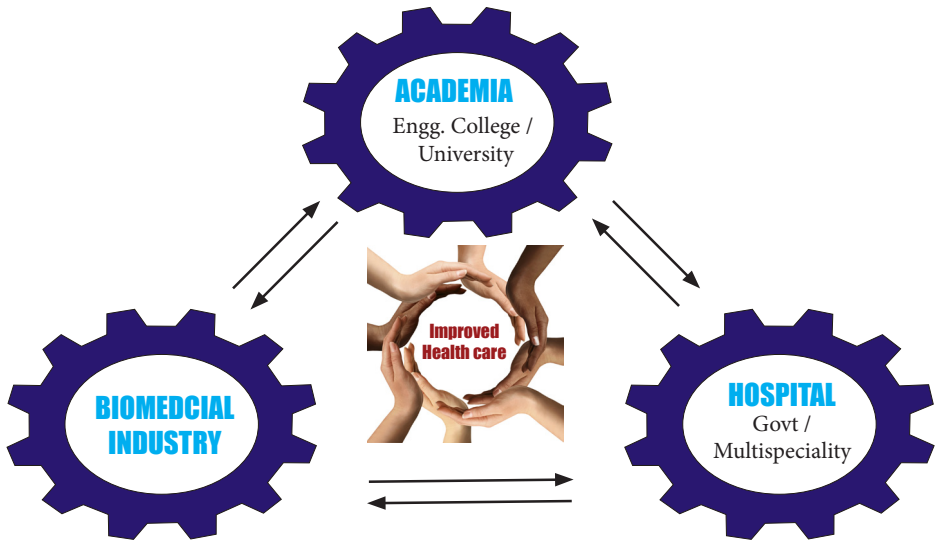


# BIOYANTRA MED EXPO '12

(Connect Biomedical Industry/ Academia/ Hospital)

6th -8th September 2012



In association with  
**Indira Gandhi Centre for Atomic Research (IGCAR), Kalpakkam**  
**Consortium of Biomedical Engineers - SRM University**

Organized by  
**Department of Biomedical Engineering (BME)**  
Faculty of Engineering and Technology  
SRM University



**SRM**  
UNIVERSITY  
(Under section 3 of UGC Act 1956)



### **SRM University**

Sri Ramasamy Memorial (SRM) University is one of the top ranking Universities in India with over 25,000 students and 1,800 faculties, offering a wide range of undergraduate, postgraduate and doctoral programs in Engineering, Management, Medicine and Health sciences, and Science and Humanities. The University has five campuses Kattankulathur (Chennai), Ramapuram (Chennai), Vadapalani (Chennai), Tiruchirapalli and Modi Nagar, New Delhi. Having completed its Silver Jubilee year 2009–2010, SRM takes pride to have hosted 98th Indian Science Congress (ISC) in January 2011, an Annual Confluence of Researchers and Scientists belonging to different disciplines from around the globe.



### **SRM Medical College Hospital and Research Centre**

This is a 1000-bed hospital housing a wide spectrum of medical specialties and subspecialties, which aims at providing total health care and health protection with its world class infrastructure, experienced doctors and nurses, state of art equipment, patient care personnel who work round the clock to provide the highest standards of medical care. SRM Hospitals is an off suit of Valliammai Society which runs highly creditable education institution

in various branches of higher technical learning of education. The Group of SRM Hospitals and its Paramedical Colleges are listed as follows:

- SRM Medical College Hospital & Research Centre, Chennai
- Chennai Medical College Hospital & Research Centre, Tiruchirapalli
- SRM Specialty Hospital, Ramapuram, Chennai
- SRM Dental College, Ramapuram, Chennai
- SRM Dental College, Kattankulathur, Chennai
- SRM College of Physiotherapy, Kattankulathur, Chennai
- SRM College of Occupational Therapy, Kattankulathur, Chennai
- SRM College of Pharmacy, Kattankulathur, Chennai
- SRM College of Nursing, Kattankulathur, Chennai
- Upcoming SRM Multispecialty Hospital, Vadapalani, Chennai

### **Department of Biomedical Engineering (BME)**

It was established in 2004 with active clinical and industrial partnership in association with our sister institution, SRM Medical College Hospital and Research Institute, Kattankulathur, Chennai. Its main objective is to provide a knowledge-based, cost effective timely and high quality service to clinicians in a professional and responsible manner, thus enhancing patient care by supporting various aspects of care-related technology. It is offering B.Tech, M.Tech, and Ph.D programmes in Biomedical Engineering. Our students do a visit periodically to various departments of our sister medical institutions, and get an in depth knowledge about the existing medical devices and instruments. Further, the students carry out an in-plant training at prestigious medical industry/institutions, located at various part of India, during their vacation holidays. The Department has signed a MoU with IGCAR and Bharat Scans Pvt Ltd, Chennai for R& D Programmes.



## ABOUT BIOYANTRA MED EXPO

The Department has organized a series of 'BIOYANTRA' a National Level Technical Event in the yester years. With the success story of the event, this year it is organized with the theme: "Improved Patient Health Care Delivery by Connecting Biomedical Industry, Academia and Hospital". Health related problems are increasing every year. Also, the longevity of the general population has increased significantly. This increases the demand of health care services. In order to deliver better health care delivery to all, medical professionals require newer sophisticated medical devices/equipments in almost all the specializations of medicine, surgery, and therapy. This requirement may be fulfilled by the biomedical engineer by designing and fabricating the prototype of the same. This is usually supported by an industry. After finishing several trails, and validation, the technology may be patented and commercialized. The academia, who is offering Biomedical Engineering (BME) Course, takes an effort to deliver the knowledge to the budding engineer in order to meet the requirements of both hospital and biomedical industry. Biomedical engineer ensures quality control of all diagnostic as well as therapeutic equipments. But, there is a knowledge gap between these three groups that will hamper the better health care delivery. Hence, this event is an attempt to bridge the gap between biomedical industry, engineer, and hospital. Ultimately, the society is benefited out hopefully. It also provides a platform for exposure to latest innovations in medical equipment and its regulations.

- Brings academic, hospital and industrial biomedical engineering communities together
- Connects students/academic community to real world commercial opportunities
- Focus on entrepreneurship
- Promote and support experiential educational opportunities in product design, innovation, and entrepreneurship

## BENEFITS OF PARTICIPATION

- Experience with multidisciplinary teams
- Clarification of biomedical market needs
- Academia/ Hospital
  - exposure of design program
  - supplement to entrepreneurial programs
  - promotes translational research/technology transfer
- Industry
  - increased involvement with academia and medical professional
  - access to new technologies/devices for technology transfer
  - promotion of biomedical devices/equipments
- Students
  - experiential learning
  - exposure to industry (employment)

## LEAD SPEAKERS & DEMONSTRATION OF MEDICAL DEVICE/ EQUIPMENT

All the lectures will be delivered by eminent Biomedical Industrialist, Physicians, Surgeons, and other experts from academic institutions in India, who are working in this field. An interesting demo of various medical devices/equipments will be arranged.





## WHO SHOULD ATTEND?

- Medical device/equipment manufacturers, sales/ service professionals
- General Medical Professionals
- Biomedical engineers
- Hospital Administrative staffs
- Biomedical Researchers/Faculties
- Biomedical Technologists

## REGISTRATION FEES

Category	By August 15 <sup>th</sup> ,2012	After August 15 <sup>th</sup> ,2012
Medical Professional	₹ 1000	₹ 1200
Industry	₹ 800	₹ 1000
Academic		
▪ Faculty	▪ ₹ 500	▪ ₹ 700
▪ Student	▪ ₹ 300	▪ ₹ 500

- Registration fee is to be paid through Demand Draft (DD) drawn in favor of '**BIOMEDICAL SRM**', payable at **Chennai**. Once paid, the fee will not be refunded.
- The fee includes souvenir, kit, lunch and snacks, but excludes accommodation.
- No travel assistance of any kind will be given.
- Student delegates must obtain the signature and seal from HOD/ Head of the Institutions, without which the registration form will not be accepted

## STALL

An invitation to all biomedical industries to showcase their existing as well as new arrivals of biomedical devices/equipments in this event. In order to facilitate it, facilities are available near the conference venue to install stalls on prior request. Kindly contact the organizers to know about the details of the stall.

## SOUVENIR

A souvenir will be published to commemorate the event. This will include articles of the guest speakers, product details, company profiles and contact addresses of the participating industries and the details of the sponsors. This will be widely circulated among the professionals, corporate hospitals and in the industries. Advertisements are solicited for insertions in the souvenir. The matter for advertisement may be sent to the secretary on or before **August 20<sup>th</sup> 2012**.

Page	Indian ( ₹ )
Outside Back Cover	20,000
Inside Cover Page	15,000
Special Colour Pages	12,000
Full page (B&W)	8,000
Half page (B&W)	4,000

## IMPORTANT DATES

<b>Deadline for Registration</b>	<b>August 15<sup>th</sup> 2012</b>
<b>Stall Request</b>	<b>August 15<sup>th</sup> 2012</b>
<b>Advertisement submission for Souvenir</b>	<b>August 20<sup>th</sup> 2012</b>

## SPONSORSHIP DETAILS

Apart from Souvenirs, industries/hospitals can also advertise by giving sponsorship in the following categories.

Type of Sponsor	Amount ( ₹ )
Platinum Sponsors	70,000
Gold Sponsors	50,000
Silver Sponsors	40,000

**Benefits:****Platinum Sponsors:**

- Your banner prominently displayed in the conference stage
- Your Logo in Published Souvenir
- Your logo on Conference kit
- Free Registration for two

**Gold Sponsors**

- Acknowledgement of your support in published souvenir
- Your banner prominently displayed in the Reception
- Free Registration for one

**Silver Sponsors**

- Acknowledgement of your support in published souvenir
- Your banner prominently displayed in the Reception

**VENUE**

**Dr. T. P. Ganesan Auditorium** (5000 seating capacity)

SRM University

Kattankulathur, Chennai. PIN:603203, Tamil Nadu, India

**ACCOMMODATION**

Limited accommodation to the delegates in the guest house will be arranged for on first come and payment basis. Delegates can book the accommodation through the organizing committee or they can make their own arrangement for reservation in a hotel. Please note that the delegates are responsible for setting their accounts with the guest house/hotels.





## PATRONS

**Dr. T. R. Pachamuthu**, Chancellor, SRM University

**Thiru. Ravi Pachamoothoo**, Chairman, SRM Group of Institutions

**Prof. P. Sathyanarayanan**, President, SRM University

**Shri S. C. Chetal**, Distinguished Scientist and Director, IGCAR, Kalpakkam

**Shri. S.A.V. Sathya Murthy**, Director, Electronics, Instrumentation & Radiological Safety Group, IGCAR, Kalpakkam

**Dr. V. M. Katoch**, Director General, ICMR, GOI

**Dr. R. Emmanuel**, Founder and Director, Bharat Scans Pvt. Ltd., Chennai

## ADVISORY COMMITTEE

**Dr. M. Ponnaivaiko**, Vice Chancellor, SRM University

**Dr. T.P. Ganesan**, Pro Vice Chancellor, (P&D), SRM University

**Dr. P. Thangaraj**, Pro Vice Chancellor (Medical), SRM University

**Dr. N. Sethuraman**, Registrar, SRM University

**Dr. C. Muthamizhchelvan**, Director (E& T), SRM University

**Dr. M. Ganapathy**, Director-Medical, SRM University

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**Dr. James Pandian**, Dean-Medical, SRM University

**Dr. B. Venkatraman**, Associate Director, RSEG, IGCAR, Kalpakkam

**Prof. Parameswaran**, Dean, IIIC, SRM University

## ORGANISING COMMITTEE

**Dr. M. Anburajan**, Head, Dept of Biomedical Engineering,  
SRM University- Org-Chairman

**Ms. S.P. Angeline Kirubha**, SRM - Org.Secretary

**Mr S. Balasundar**, RSD, IGCAR - Coordinator

**Ms. U. Snehalatha**, SRM - Coordinator

**Ms. Varshini Karthik**, SRM - Coordinator

**Ms.T. Jayanthi**, SRM – Coordinator

**Mr. D. Kathirvelu**, SRM - Coordinator

**Mr. D. Ashok Kumar**, SRM- Member

**Mr. S. Sivanandam**, SRM- Member

- Ms. A. Bhargavi Haripriya**, SRM- Member  
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**Ms. G. Anitha**, SRM- Member  
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**Mr. S. Ganavelu**, SRM- Member  
**Mr. V. Karthik Raj**, SRM- Member  
**Mr.P. Muthu**,SRM-Member  
**Ms. Lakshmi Prabha**,SRM-Member  
**Mr. V. Sapthagirivasan**, SRM- Member  
**Mr K.B. Kishore Mohan**, SRM- Member

**ALL CORRESPONDENCE SHOULD BE ADDRESSED TO**

**Ms. S.P. Angeline Kirubha**

**Org. Secretary–Bioyantra Med Expo'12**

Assistant Professor, Dept of Bio Medical Engineering

SRM University, Kattankulathur- 603 203, Chennai, Tamil Nadu, India.

Email: [srmbiomedical@gmail.com](mailto:srmbiomedical@gmail.com)

**For Further Clarifications Please Contact:**

**Mr. D. Kathirvelu** : 9443283639

**Mr. D. Ashok Kumar** : 9442139050



**BIOYANTRA - MED EXPO'12**  
**(Connect Biomedical Industry/ Academia/ Hospital)**  
**Organized by**  
**Department of Bio Medical Engineering**  
 SRM University  
 Kattankulathur- 603 203, Chennai, Tamil Nadu, India  
**REGISTRATION FORM**

Name : \_\_\_\_\_

Designation : \_\_\_\_\_

Department : \_\_\_\_\_

Organization : \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Category :    Industry     Medical Professional     Academic

If Industry,

Product Details: \_\_\_\_\_

\_\_\_\_\_

Interested in setting up a Stall: YES    NO

Telephone : \_\_\_\_\_

Mobile : \_\_\_\_\_

E-mail ID : \_\_\_\_\_

Details of Bank Draft

D. D. No. \_\_\_\_\_ Date: \_\_\_\_\_

Amount Rs: \_\_\_\_\_ Bank: \_\_\_\_\_

Place: \_\_\_\_\_

Signature

Date: \_\_\_\_\_

Note: Please take photocopy of the form for single/ multiple registration



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Website: [www.srmuniv.ac.in](http://www.srmuniv.ac.in)

**27**  
*years*  
*of enlightening lives*

SRM  
UNIVERSITY  
Since 1985