



SRI MANAKULA VINAYAGAR

ENGINEERING COLLEGE

An Autonomous Institution



DEPARTMENT OF
ELECTRICAL AND ELECTRONICS ENGINEERING



**MAGNUM
INNOVATEURS
RAGE**

2020-2021

WELCOME

TO MAGNUM INNOVATEURS RAGE
2020-2021

OUR VISION



To be globally recognized for excellence in quality education, innovation and research for the transformation of lives to serve the society.



FOUNDER MESSAGE



Our Founder Chairman Shri. N. Kesevan, a philanthropist and visionary, strongly believes in empowering the society through education. He emphasizes upon the good quality education at the gross root level, can only transform the dreams of our nation into a real entity. Also he had a deep concern for extending excellent services in the health care sector to the rural mass and even to the untouched vulnerable section of the society thereby achieving the goal of inclusive growth.

We the employees and students of Sri Manakula Vinayaga Educational Trust are progressing in giving shape to our Founder's dream to come true in the near future.

CHAIRMAN MESSAGE



Sri Manakula Vinayaga Educational Trust was formed with the objective of imparting quality technical education, medical education and other relevant field of education especially to the weaker section of the society.

The Trust is sponsoring the colleges with the state of art facilities and modern technologies for making our students employable as well as to become successful entrepreneurs. We are running all the colleges in the highest order of discipline among the students and personally take care of their studies, successful completion of the course. We take utmost care about students future and also believe that they all are our customers.

All the colleges have got highest order of discipline, won the reputation and opinion of public and industrialists. That is the success of our institutions which makes us to be a leader in Education.

With regards,

M. DHANASEKARAN

Chairman and Managing Director

VICE-CHAIRMAN MESSAGE



Sri Manakula Vinayagar Engineering College was established to impart academic excellence by providing a conducive environment for the overall personality development of young ones. Spanning over a decade, the college is covering many a milestone year after year incorporating all modern mechanisms of technological research and application. Within this span of time, it has emerged as one of the leading Engineering Colleges. We have a perfect blend of academics and dynamic environment to motivate everyone – the management, faculty and students to deliver their best. We have a very competent and dedicated core faculty team. In addition to their excellent teaching, the faculty members are actively involved in molding the minds of the young engineers. We encourage students to utilize our high standard of teaching-learning services. Our objective is to create a class of qualified, innovative and dynamic professionals for the Engineering sector, for self-employment and for academic & research institutions of socio-economic importance.

With regards,
Shri.S.V.SUGUMARAN
Vice Chairman

SECRETARY MESSAGE



I welcome you all to SMVEC, A Place to Foster Innovative Technologists Since its inception in 1998, SMVEC has achieved many a remarkable milestone such as Extraordinary Academic Excellence, Outstanding Placement Record, and Stunning Accomplishments in Sports and Co-curricular activities facilitating a holistic learning environment for its students. Learning is both a fulfilled activity and a rewarding experience at SMVEC. With a wide range of well-qualified and highly experienced team of faculty, our strength lies in transforming average minds into extraordinary engineers with such skills and potential that meets the current industry standards and expectations. Student Chapters and Profession Bodies such as ISA, IEEE, CSI, ISTE, IEI, CII, NSS, IWS etc. have also been formed to encourage the students to interact with the outside technical fraternity to keep them updated about the ongoing technical innovations. As the Secretary of SMVEC, I welcome you all once again to explore the world of unlimited opportunities and possibilities at SMVEC.

With regards.

Dr. K. Narayanasamy

Secretary

PRINCIPAL MESSAGE



Sri Manakula Vinayagar Engineering College located in the midst of 36 villages is having a conducive environment for the students to concentrate in their studies. The Administration is taking every care to maintain peace in the campus.

The College is having teams of dedicated faculty members in each department who are fully qualified.

Under the guidance of dynamic administration, these teams work round the clock to produce quality engineers who are more fitting to the E-world of today. For each department, value added courses are chosen and training is provided to the students which enhances their employability in the competent job market. Here, the students are not only trained to excel in academic but attempts are also made to shape them as good citizens of this great Nation. The students are trained to observe discipline in every aspect of their life and top most priority is attached to this aspect.

This college is considered as one of the best engineering institution in the Union Territory of Puducherry. The parents, particularly the parents of the girl students whole heartedly choose this institution for pursuing higher studies as they have faith in us that their daughters will be treated with dignity. I am also proud to state that around 45% of the faculty members are women and 43% of the students are girls. The placement wing of this institution works round the clock and with their tireless effort the college was able to place more than 80% of the students during the academic year 2013-14 so far.

The institution is accredited by NAAC with 'A' Grade in the year 2013. Ours is the first engineering institution in the Union Territory of Puducherry which has got the NAAC accreditation. Right from the first batch, the students of this institution have bagged the gold medals and top ranks of the Pondicherry University. Each department is having state of Art equipments and fully furnished labs. Well equipped Library is also available. Separate hostel facilities are available for boys and girls with gym. I welcome all the students to utilize these facilities available at this institution for their academic growth.

With regards

Dr. V.S.K. VENKATACHALAPATHY

Director cum Principal

ABOUT THE DEPARTMENT

The department of Electrical and Electronics Engineering was established in the year 1999 with a sanctioned intake of 40. With its strenuous effort shown in academics and extra-curricular activities, the department magnifies gradual growth in its intake to 60 in the academic year 2001, upgraded to 120 in 2004 and elevated to 180 in 2011. In its long haul, with a vision of providing finest postgraduate programme, the department introduced M.Tech in Power Electronics and Drives with an intake of 18. To add jewel in the crown, the department received research center in the academic year 2020-2021 for promoting research attitude among the young aspirants. In the quality check of NBA, the department has been accredited in 2 cycles which is valid up to 30th June 2022.

The department is unique in its own ways by promoting excellence in Electrical Engineering and fulfilling its role in the era of new millennium and meets the needs and demands of various industrial sectors. With the intent of instilling research approach among students, the department is heedful in Research & Development projects funded by governmental organizations such as DST and MHRD. In its augmentation, the department involves in collaborative research with industries such as LED force India, ARR KAY controls, Radiance India, Kailash transformers, Sree Rajeswari Intechs and coupled with its gradual proliferation, the department has signed MoU with Pantechpro Ed., Aurotech transformers, Appasamy associates, Surya enterprises, Abirami Enterprises. In Conjunction with Appasamy associates and Pantechpro Ed, the department has established Industry supported laboratories for the glorification of students.

With determined hope and optimism, the department has dedicated and well qualified faculty members who manifested to be specialized in Power Systems, Power Electronics and Drives, Electrical Machines, Embedded Systems, Renewable Energy, Electric Vehicle etc. with a strive of establishing a Centre of excellence in technical education which in turn will bring out technocrats with extraordinary skills and societal commitment.

Along with the specialization, the department is intense in providing updated curriculum by covering the emerging areas like Renewable Energy Systems, Embedded System, Electric Hybrid Vehicle, Industrial Automation and Control and Artificial Intelligence. Besides, the students are replenished with advanced international courses for enhancing their technical skills and programming abilities to get acquainted with new trends in technology and develop overall potential of the students in diversified aspects.

DEPARTMENT OF ELECTRICAL AND ELECTRONICS ENGINEERING



DEPARTMENT VISION

To promote proficiency in the field of Electrical and Electronics Engineering by creating a stimulating environment for research, innovation and entrepreneurship.

DEPARTMENT MISSION

- **M1: Quality Education:** To provide comprehensive academic system that amalgamates the cutting edge technologies with best practices.
- **M2: Research and Innovation:** To foster value-based research and innovation in collaboration with industries and institutions globally for creating intellectuals with new avenues.
- **M3: Employability and Entrepreneurship:** To inculcate the employability and entrepreneurial skills through value and skill based training.
- **M4: Ethical Values:** To instill deep sense of human values by blending societal righteousness with academic professionalism for the growth of society.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

PEO1: Professional Knowledge

To possess strong educational foundation in Electrical and Electronics Engineering to attain successful career with professional responsibility.

PEO2: Innovative Skills

To enrich the skills to design and develop innovative solutions for engineering problems in a multidisciplinary environment.

PEO3: Ethics

To actively embrace leadership qualities for achieving professional goals with ethical values.

PEO4: Adaptability

To enhance intellectual competency along with technical skills by adapting to the current trends through eternal learning.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSO1: Core Proficiency

Utilize the engineering core knowledge to identify, formulate, design, and investigate the complex engineering problems of power electronics, electrical machines and power systems.

PSO2: Cutting Edge Technologies

Explore the new cutting edge technologies in the field of Electric vehicle, Automation, Artificial Intelligence, Robotics and Renewable Energy to compete in global market.

PSO3: Design and Evolution

Capability to comprehend the technological advancements with the usage of modern design tools for analysing and designing systems to confront the rapid pace of industrial innovations.

PROGRAMME OUTCOMES (POs)

PO1: Engineering Knowledge:

Apply knowledge of mathematics, science, engineering fundamentals and an engineering specialization to the solution of complex engineering problems.

PO2: Problem Analysis:

Identify, formulate research literature and analyze complex engineering problems reaching sustainable conclusions using first principles of mathematics, natural sciences and engineering sciences.

PO3: Design and Development of Solutions:

Design solutions for complex engineering problems and design components or processes that meet specified needs with appropriate consideration for public health and safety, and cultural, societal and environmental considerations.

PO4: Conduct Investigations of Complex Problems:

Use research based – knowledge and research methods including design of experiments, analysis and interpretation of data and synthesis of information to provide valid conclusions.

PO5: Modern Tool Usage:

Create, select and apply appropriate techniques, resources and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.

PO6: The Engineer and Society:

Apply reasoning informed by contextual knowledge to assess societal, safety, health, legal and cultural issues and the consequent responsibilities relevant to professional engineering practice.

PROGRAMME OUTCOMES (POs)

PO7: Environment and Sustainability:

Understand the impact of professional engineering solutions in societal and environmental contexts and demonstrate knowledge of and need for sustainable development.

PO8: Ethics:

Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.

PO9: Individual and Team Work:

Function effectively as an individual and as a member or leader in diverse teams and in multi disciplinary settings.

PO10: Communication:

Communicate effectively on complex engineering activities with the engineering community and society at large, such as being able to comprehend and write effective reports and design documentation, make effective presentations and give and receive clear instructions.

PO11: Project Management and Finance:

Demonstrate knowledge and understanding of engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multi disciplinary environments.

PO12: Life - long Learning:

Recognize the need for and have the preparation and ability to engage in independent and life-long learning broadest context of technological change.

EDITOR'S VIEW...

Dear Readers,

Welcome to the 2020-2021 edition of Magnum Innovateurs Rage. I assure you this magazine is going to be a very exciting issue as we're going to focus on our department's various activities and achievements.

Firstly, I would like to apprise that creating and editing a magazine is a very challenging job since words are our most inexhaustible source of magic and our editing team has put their optimum efforts into this magazine.

Inside this magazine we've inscribed articles about the various events and contests that our department has actively participated, Guest lectures, Awareness programs, Industrial visits, Placement details, Student Projects, few useful content for the readers and our student's creative poems.

Here we believe that everyone's opinion matters, and it is this belief that motivates us to work harder with each passing year to compile a growing number of articles that will inspire us all and bring about positive change. And with this mindset I wish you a pleasant reading experience.

THE TEAM...

Dr.S.Anbumalar Ph.D
Dean Academics,HOD
EEE



EDITORS



V.SATHYANARAYANAN



V.LOGESHWARAN



BOMIDI PUJITHA

CO-EDITORS



N.MOHAMED THOFIQUE



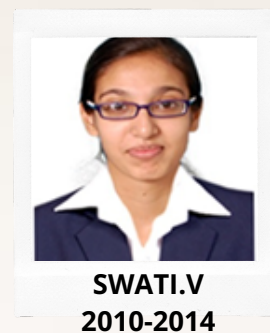
S.KABILAN

STUDENTS ACHIEVEMENTS



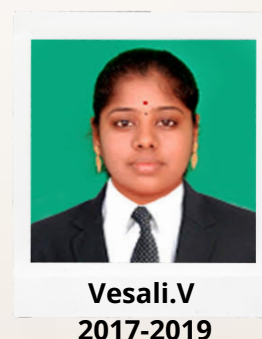
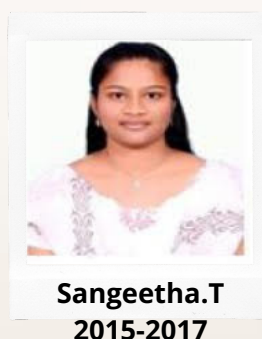
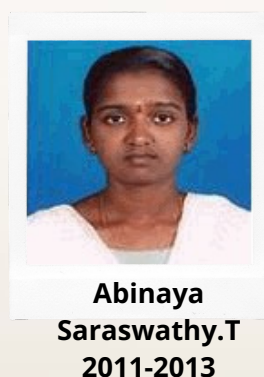
GOLD MEDALISTS & UNIVERSITY RANK HOLDERS

Under Graduate



GOLD MEDALISTS & UNIVERSITY RANK HOLDERS

Post Graduate



Under Graduate students university rank list year wise

Batch	Total Ranks	Ranks Obtained
2015-2019	9	1,2,3,5,6,7,8,9,10
2014-2018	Yet to be announced	1(Gold medal)
2013-2017	4	2,3,4,6
2012-2016	5	2,3,4,6,7,8
2011-2015	5	1,2,6,7,10
2010-2014	9	1,3,5,6,10,11,12,12,14
2009-2013	10	1,2,4,5,6,7,9,11,12,13
2008-2012	7	1,2,4,9,13,14,15

Post Graduate students university rank list year wise

Batch	Total Ranks	Ranks Obtained
2017-2019	3	1,2,3
2015-2017	2	1,2
2014-2016	1	1
2013-2015	6	2,3,4,6,7,9
2012-2014	6	2,4,5,7,9

Placement Percentage

Batch	Placement percentage%
2017-2021	97.22 %
2016-2020	96.49%
2015-2019	95.58%
2014-2018	94.39%

University Pass Percentage

Batch	University pass percentage %
2017-2021	98.2 %
2016-2020	100 %
2015-2019	87.3 %
2014-2018	87.5%

PLACEMENT DETAILS BATCH (2020-2021)

S.NO	COMPANY NAME	STUDENT PLACED	SALARY PACKAGE
1	ZOHO	2	5.50 Lakhs p.a
2	HARMAN	2	5.00Lakhs p.a
3	CTS GENC-ELEVATE	2	4.50 Lakhs p.a
4	ECON	1	4.20 Lakhs p.a
5	CTS-GENC	25	4.00Lakhs p.a
6	MINDTREE	22	4.00Lakhs p.a
7	OLA	1	4.00 Lakhs p.a
8	CAPEGEMINI	1	4.00 Lakhs p.a
9	HLC Technology	2	3.65 Lakhs p.a
10	INFOSYS	3	3.60 Lakhs p.a
11	WIPRO	18	3.50 Lakhs p.a
12	INDIA NIPPON ELECTRICALS LIMITED	1	3.50 Lakhs p.a
13	TCS - NINJA	10	3.36 Lakhs p.a
14	MU SIGMA	7	3.00 Lakhs p.a
15	EATON	4	2.64 Lakhs p.a
16	MY MEDICAL SHOP	1	2.50 Lakhs p.a
17	VOLTECH	16	2.50 Lakhs p.a
18	Appasamy Associates	1	2.43 Lakhs p.a
	TOTAL OFFERS	119	

CO-CURRICULAR ACTIVITIES

SWADESHI MICROPROCESOR CHALLENGE -2020

Final year and third year EEE students S.Shylesh, N.K. Nareshkumar, V.S.Sivachandiran, M.Gobidhan, Saranyamaran purushothaman, M.Kesavapriya presented project titled “Batter – O – matic” in project expo “Swadeshi Microprocesor challenge -2020” under the guidance of Mr.V.Malarselvam and Mr.D.Durairaj and won prize award of Rs 1,00,000. The team was placed within Top 100 in National level.



INTER COLLEGE INNOVATION CHALLENGE (IC) 2

Final year EEE students V.S.Sivachandiran, J.Dharanidharan, V.Giridharan, Akaash.M, S.Deepika, A.Sharmila participated in “Inter College Innovation Challenge (IC)2” and presented the project “Smart Weeder” under the guidance of Mr. V.Malarselvam through online mode on 15.10.2020 and the team won cash prize of Rs 1,00,000.



SMART INDIA HACKATHON-2020



Record ID	PSID	TEAM NAME	DEPARTMENT/MINISTRY	STATUS
1	IC475	LANCE TEAM ZON	AICTE-MIC	JOINT WINNERS
2	IC477	CRENOVATE JAL- KABADIWALA	AICTE-MIC	JOINT WINNERS
3	IC480	PLANTAE GALVANISM	AICTE-MIC	WINNERS
4	IC481	AGRO ABBREVIANTAS TRADENT	AICTE-MIC	JOINT WINNERS
5	IC482	CYPIHER IGNITED MINDZ	AICTE-MIC	JOINT WINNERS
6	IC483	PRINTED WARRIORS	AICTE-MIC	JOINT WINNERS
7	IC484	ANKUD SNIFTY	AICTE-MIC	JOINT WINNERS
8	IC485	SMART E BIKE	AICTE-MIC	WINNERS
9	IC486	FLUTTER TECHNICAL GURUJI	AICTE-MIC	JOINT WINNERS
10	IC487	MECHANOLIC THE ZEUS	AICTE-MIC	JOINT WINNERS
11	IC490	DRISHTI 1	AICTE-MIC	WINNERS
12	PR324	cache fort	Department of Science & Technology	JOINT WINNER
13	PR419	WE AERONAUTS	Department of Science & Technology	JOINT WINNER
14	PR330	ENERGY TECH2020	Department of Science & Technology	WINNER
15	PR407	KALAM 2020 JKLMN	Department of Science & Technology	JOINT WINNER
16	SP292	Rotodyne	BHABAT FORGE Ltd.	WINNER
17	A536	NO TEAMS SELECTED	Ministry of Women & Child Development	NO WINNERS
18	SG66	BLAZING DREAMS	MSME	WINNER

Final year EEE students V.S.Sivachandiran, J.Dharanidharan, V.Giridharan, B.Shrikarthik, S.Ishwariya, C.Abinaya presented project titled “Automatic Chappati maker” in the event “Smart India Hackathon-2020” under the guidance of Mr. V.Malarselvam and Ms. N.Swarnalakshmi through online mode on 27.12.2020 and the team won cash prize of Rs 1,00,000. The team participated with the team name “Kalam 2020”

IICDC



Final year and third year EEE students, Shylesh Srinivasan, Nareshkumar NK, Sivachandran VS, Shrikarthick B, Gobidhan M, Kesavapriya M, Saranyamaran P, Brindha S have won TI tech award 3rd prize and got selected to top 60 in semifinals and won a cash prize of Rs 1.25 lakhs in IICDC 2019 contest organized by Texas Instruments, DST, AICTE and IIM Bangalore

INTERNATIONAL CERTIFICATION COURSES



International certification course was conducted for the IV year EEE students in the area of “Embedded systems with IOT” in order to enhance the Technical skills of the students by Trainlab Academy Ethnotech solutions.



International certification course was conducted for the IV year EEE students in the area of “Artificial Intelligence with Edge computing” in order to enhance the Technical skills of the students by Trainlab Academy Ethnotech solutions



International certification course was conducted for the I year EEE students in the area of “Autocad Electrical” in order to enhance the Technical skills of the students by Trainlab Academy Ethnotech solutions.

IN-HOUSE TRAINING

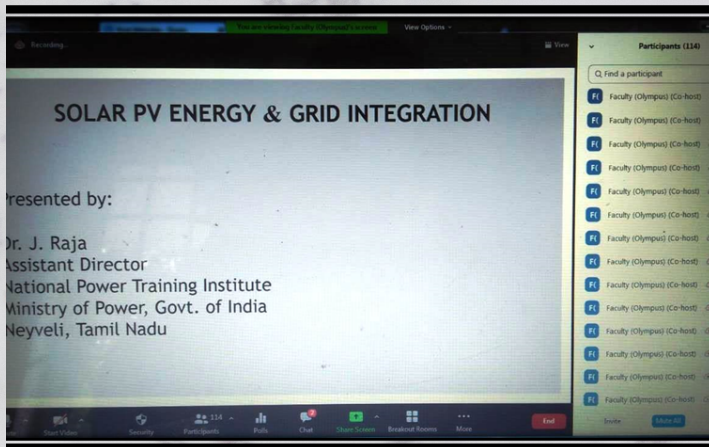


In-house Training programmes were conducted for I year students on MULTISIM software to enhance the students skills.

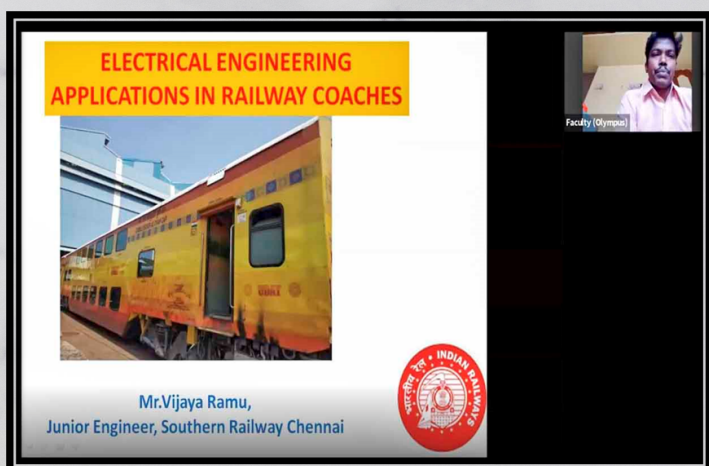
GUEST LECTURE



Dr.C.Carunaiselvane,
Research-Associate, Indian Institute of
Technology,Roorkee delivered online
guest lecture titled “Design aspects of
BLDC motor and MAGNET software” to
the II year and III year EEE students on
29.08.2020



Dr.J.Raja, Assistant Director, National
Power Training Institute,Ministry of
Power, Govt.of India, Neyveli delivered
online guest lecture titled “Solar PV
technology, CEA, Standards, Regulation
and Grid connectivity” to the II year and
III year EEE students on 05.09.2020



Mr. R.Vijayaramu, Junior engineer,
Electrical, Southern Railway, Chennai,
delivered online guest lecture titled
“Electrical Engineering Applications in
Railway Coaches” to the II year and III
year EEE students on 19.09.2020

INDUSTRIAL VISIT



First year (2020 – 2024 batch) students visited “Kailash Transformers”, Thiruchitrambalam kootroad on 11.02.2021 and gained knowledge on construction, dismantling and operation of transformers.

AWARENESS PROGRAMME



Awareness programme was conducted for students by National Service Scheme on the usage of plastics and disposal of garbage on 20.03.2021.

INDUCTION PROGRAM



First year EEE students have voluntarily participated in the individual events conducted during the part of Induction Programme on 04.02.2021



Dr. I. JEGAN, Motivational Speaker and CEO, Win your Weakness Motivational Academy, Chennai, have given a motivational speech regarding winning your weakness to first year students as part of Induction programme on 10.02.2021

INDUCTION PROGRAM



Plantation of Saplings around our college campus on account of First year Induction Programme on 05.02.2021



Photo samples of carvings made by Electrical and Electronics Engineering first year students in the chalk carving competition held on 11.02.2021



GALLERY

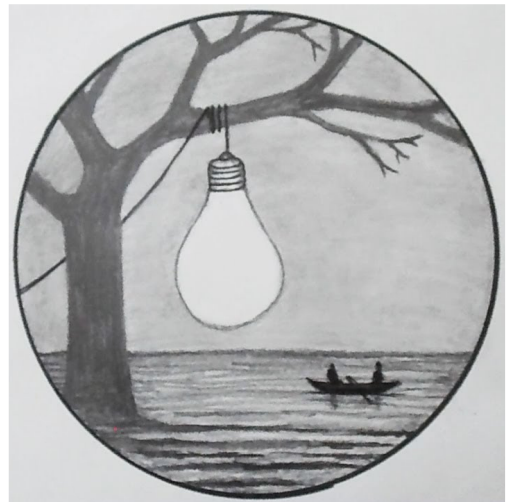


KARTHIGEYAN.P - 1st YEAR

POOBATHI.P - 1st YEAR

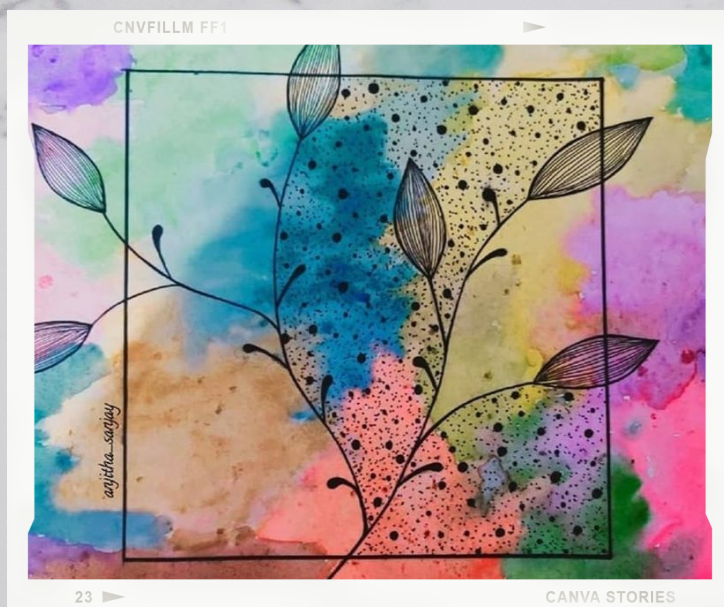


VIJAYALAKSHMI.B - 1st YEAR



SAVITHA . M - 1st YEAR

DHILIP KUMAR - 2nd YEAR



JENSY ALBIYA . A . J - 2nd YEAR

The Laziest Solution Possible

- Pavithran.S

Laziness is a fairly underrated virtue. It's synonym made the short list of deadly sins (sloth) and it is often seen as the major culprit behind a lack of success. I happen to think the opposite. Laziness quite often means efficiency and when you combine laziness with a strong drive you end up with the desire to find the most efficient solution possible.

Laziness Helps You Refocus on What is Most Important

Being slothful in my approach to goal setting allows me to cut away anything that doesn't have to be done. In working on big goals this is a crucial skill if you want to achieve them. Hard working people can end up spending days, weeks or months on one element of a goal only to realize that there was an available solution that could have taken less than half the time.

When working on my interactive goal-setting program, I started by designing my own interface code. But a few days into writing it, laziness kicked in and I couldn't help feeling highly inefficient. Sure enough there was a plugin I could buy for a little over twenty bucks that offered the basic functionality I needed.

Laziness + Drive = Productivity

Lazy people aren't lazy all the time. Unless the person has extremely low energy, even the laziest people still find time to surf the web, play games or socialize with friends. A lot of lazy people aren't really lacking willpower, just some motivation.

Without a compelling drive being disciplined just makes you look busy to outside observers when you really aren't getting anything done. Laziness only becomes apparent because without a strong drive, slothful people stop doing just about anything not necessary for survival or enjoyment.

I'm a lazy person at heart. Even though I woke up a little after five am to write this post and finish another chapter in my book, deep down I'm a very lazy person. I need a compelling drive to keep me busy. Without a strong drive, I'd lay in bed until after noon and watch television all day.

But once you create that drive, either through explicitly setting goals or opening your imagination to new possibilities, laziness becomes a tool not a curse. Instead of using your laziness to avoid work, you use it to maximize your resources.

Laziness Beats Willpower Any Time

Willpower has it's place, but for every drop of willpower you exert there should be a tonne of laziness that has been used before it. If you are having to use excessive willpower to reach a goal, often it is because you either haven't created enough drive or you haven't used enough laziness to discover a more efficient path.

I'm using laziness as more than just a synonym for efficiency. Efficiency is good, but often trying to be efficient doesn't really ask the right questions. Simple efficiency asks, "How can I do this better." It is true laziness that asks, "Why am I doing this in the first place?"

As a holistic learner I've never been big on studying. While everyone around me chastised me for laziness, I didn't ask, "How can I study better?" I asked myself why I should bother to study at all. If I didn't need to there wasn't much point in spending time and exerting willpower for a similar grade.

True laziness takes a bit of courage as well. It can be very difficult for hardworking person to admit to themselves that they just wasted a bunch of time and energy on something that doesn't matter.

Unleash the Laziness Within You

Be really lazy today. Whenever you have to do something, follow it up with the question, "Why?" If you can't come up with a good answer, don't do it. If it is a necessity for your job or survival, find the most efficient way to get it off your schedule. Delegate it to someone else. Find a way to get it done as soon as possible so you can move to more important things.

The Emperor Has No Clothes On Isn't Getting Work Done

The scary part of being lazy is it leaves you naked. You no longer have your insulating cone of busyness to make you feel productive. The work you do actually has to mean something in order to get done. Instead of relying on willpower you rely on drive. Strip away your delusions of productivity by using this most underrated virtue.

Arete: The Meaning of Life

- Kabilan.S

I'll admit that this is an ambitious post title. Thinkers have struggled against this question for thousands of years. One of the interesting things about this question is that the answers don't converge on a single point. Instead there are many different methods to answer what might be the most important human question. I'm certainly not going to answer that question in a blog post. Not only would that be incredibly presumptuous of me, but I think it sort of misses the point. Who wants to live a life where you're handed all the correct answers in advance? Instead, I'd like to focus on one viewpoint to this problem that I stumbled upon recently. This is a perspective I hadn't heard before and nicely deals with some of the uncomfortable problems I feel have been brought up with the current Western stance on the problem. This answer to the meaning of life is simply: arete.

What is Arete?

Arete is an ancient Greek word meaning excellence or virtue. The arete of something is the highest quality state it can reach. Using arete as a principle for living life means that you are focused on the quality of everything you do and experience. Avoid actions that lack arete. Take actions that focus on arete.

When most people think of virtue, they look at moral virtue. But arete as a way of describing quality, touches on much more than that. A beautiful painting can have arete, even though it isn't ethically superior to a dull painting.

I believe arete is a more comprehensive way of viewing life than the two main directions I see from popular Western philosophies.

Happiness or Service? Pick a Side.

I'm grossly simplifying philosophy here (so if you're well versed in philosophical teachings, hopefully you won't take offense to my blunt-club treatment of the topic). But in most of the readings I've done of major Western views on the meaning of life, I could clump them into two broad categories: happiness or service.

Pursuing Love and Happiness

"Don't worry, be happy." – Bobby McFerrin

The first viewpoint is that the ultimate meaning in life is happiness. Not just the naive happiness of short-term pleasure, but the long-term, pursuit of your dreams, happiness. From this viewpoint, your goal should be to maximize your long-term happiness by taking the best actions you feel will reach you there.

As a whole, I don't feel this philosophy is completely broken. While a few people might be able to achieve happiness without connecting and providing value to the world, I don't think most could. So the naive view that this philosophy degenerates into addiction and selfishness isn't valid.

But the problem with this philosophy is that it isn't always practical. Happiness can often twist on itself when you make it the goal of your actions. Getting the dream job, spouse or million dollars leaves you as unhappy as you were before. Pursuing happiness completely may also feel somewhat shallow as if the entire point of your existence rests on a few neurotransmitters in your brain.

Pursuing Service and Purpose

"At first I thought that life was joy. Then I learned that life was duty. Finally, I acted and, behold, duty was joy." – Rabindranath Tagore

The second stream of Western thought in my blunt-club look at life philosophies is focusing on purpose and service. This stream of thought usually focuses on helping other people as a means of achieving meaning in life.

Just with our first philosophical stream, the naive view points out that a life devoted to service misses out on happiness. You're so busy helping others that you don't have a chance to enjoy life for yourself. I don't feel this is a valid criticism, because as Tagore said, "duty was joy." Serve and you will be happy.

But like the other philosophy, I feel this approach suffers from a weakness. The philosophy, if you look at it closely, tends to loop back on itself. The meaning of your life comes from having a purpose.

Therefore your purpose is to have a purpose. It doesn't take too much thinking to wonder whether there is a purpose to your purpose.

I don't feel this small flaw destroys an entire viewpoint of the world, but it does make it somewhat less useful.

Pursuing Arete

"And what is good, Phaedrus, And what is not good — Need we ask anyone to tell us these things?" – Socrates

Instead of using words like "happiness" or "purpose" I prefer the word arete. Arete, covers the idea that there is an excellence in everything. Pursuing that excellence, whether it creates happiness for yourself or service for others, should be your ultimate goal. I see both happiness and service as being subsets of the larger domain of arete.

Who decides what has quality? I'm not going to touch this question and instead tell you to read Robert Pirsig's, *Zen and the Art of Motorcycle Maintenance*. Pirsig believed that quality (or arete) was the underlying substance of the universe, from which both the subjective and objective are derived. Quality creates the mind and it creates the world.

On a more practical level, arete is a nifty word to have. It fits easily in the backpocket of your life philosophy and makes it easier to decide what you should focus on. Instead of focusing on just your total happiness or your total service, you focus on the quality of whatever you do.

Here are a few ways I've been trying to incorporate the philosophy of arete into my own life:

I'd like to demonstrate a few of the practical applications from a life philosophy. I like to view philosophies to be like algorithms for life. If you have a great algorithm, you can solve problems with few flaws. Arete, while it isn't perfect, is a fantastic algorithm for life.