Srinivasa Ramanujan Centre - Kumbakonam

SASTRA-TIC Initiative

AI – Yatra
Summer Vacation 2026
LEARN TO LEARN – MAGIC
(LLM @ SRC)

51-Day AI & Machine Learning Skills Campaign

Introduction

As part of the AI Yatra Initiative, Srinivasa Ramanujan Centre (SRC), SASTRA Deemed University, Kumbakonam, successfully organized a 51-Day AI & Machine Learning Skills Campaign under the theme "Learn to Learn – Magic (LLM @ SRC)" during the summer vacation of 2026. The initiative aimed to promote continuous learning, enhance awareness of emerging technologies, and equip students with fundamental knowledge of Artificial Intelligence (AI) and Machine Learning (ML), even during their academic vacation.

Objectives

The primary objective was to encourage students to utilize their summer vacation productively by developing knowledge and skills in AI and ML through a simple, accessible, and engaging learning approach. The campaign emphasized the concept of micro-learning, delivering one important technical concept every day through visually appealing and informative infographics. It also aimed to cultivate curiosity, self-directed learning, technological awareness, and industry readiness among students.

Implementation and Knowledge Dissemination

The 51-day campaign was conceptualized and developed by Dr. B. Santhi, Dean (SRC), who prepared the educational content and disseminated it through online platforms. The learning content was systematically divided into two phases:

- First 21 Days – Artificial Intelligence: Introduction to fundamental AI concepts, principles, techniques, applications, and emerging developments.
- Remaining 30 Days – Machine Learning: Introduction to essential ML concepts, learning approaches, algorithms, applications, and practical significance.

Each day, a concise and informative infographic was published on the SRC–SASTRA LinkedIn page, reaching an online community of approximately 3,600 followers, comprising students and teaching faculty members. This approach enabled knowledge dissemination beyond conventional classroom boundaries and provided flexible learning opportunities throughout the vacation period.

Outcomes and Impact

The initiative established a platform for continuous digital learning and promoted awareness of AI and ML among the SRC academic community. The daily infographics provided an accessible means of introducing technical concepts without requiring formal classroom sessions. The campaign encouraged independent learning, consistency, and engagement with emerging technologies. By leveraging LinkedIn as a knowledge-sharing

platform, the initiative also demonstrated the potential of social media for academic enrichment and technology-driven educational outreach.

Conclusion

The 51-Day AI & Machine Learning Skills Campaign under LLM @ SRC represents a significant effort towards fostering a culture of lifelong learning at SASTRA SRC Campus. Under the leadership of Dr. B. Santhi, Dean (SRC), the initiative transformed the summer vacation into an opportunity for continuous knowledge acquisition. It reinforced the message "Learning Doesn't Take a Vacation" and highlighted SRC's commitment to developing AI-aware, self-motivated, and industry-ready learners through innovative digital learning initiatives.

One Infograph
One New Concept
One Step Closer to Becoming AI-Ready and Industry-Ready