



PSG scripts new chapter in Arch.Education

A Modern, Creative & Unique Adventure



G.R. Karthikeyan, Chairman, PSG Institutions and L. Gopalakrishnan, Managing Trustee, PSG & Sons' Charities (First Right) inaugurating the new college in the presence of various PSG Institutions' heads.

S.David Karunakaran
The Covai Mail

PSG & Sons' Charities, the Trust that runs several leading educational institutions and hospitals in Coimbatore has announced the soft-launch of its newest educational institution PSG Institute of Architecture and Planning (PSG IAP), a state of the art Architecture college that is affiliated to Anna University.

It was inaugurated on Saturday by G.R.Karthikeyan, Chairman, PSG Institutions and L. Gopalakrishnan, Managing Trustee, PSG & Sons' Charities in the presence of various PSG Institutions' heads and faculty members.

This is PSG's thirty-first institution. This institution is built in a very modern fashion; it has a rich-corporate style exterior with a pleasant academic interior. This 4-storey structure is located at PSG iTech's 45 acre campus in Neelambur, and it received the approval from Council of Architecture on September 10, 2021.

Venkatesh Kumar, an architect with 22 years of experience in Urban Planning, Architecture and Urban Design has been appointed Director of this institution. The Director said that the college will be offering B.Arch, which is a five

years' course. Well-experienced architects have been appointed faculty members of the college by the Trust. With minimum 15 years of experience in the field, they carry both industry and academics expertise, and they will groom the students to be creative and confident architects.

Venkatesh brings with him years of experience in the field of Architecture. He has worked with various leading institutions and architecture firms. He is responsible for the city planning of Thimphu, the Capital of Bhutan. He has also been a part of various infrastructure projects in India that includes Smartcity Projects.

"PSG Institutions is stepping in to provide Architecture Education (B.Arch.) to make a significant mark as the need of the hour is to focus on infrastructure development

and effective management for the upliftment of the nation. The architecture education will help students to understand the science of designing and engineering large structures and buildings. The course will help students to specialize in architecture and pursue career opportunities in this field," an official statement from PSG mentioned.

The Director conveyed that there will be an intake of 40 students every year. 26 will be through Counselling and 14 will be through management quota. The score secured in National Aptitude Test in Architecture (NATA) along with the Higher Secondary Exams would be the eligibility to join the college. Admissions will commence from this academic year 2021-2022.

On the same day, P.V.Mohanram, Secretary and G.Chandramohan, Principal, PSG iTech addressed

the press along with PSG IAP's Director.

They conveyed that though present inside PSG iTech campus, this new college remains independent, and has its own dedicated library and lab facilities.

The strength of this new institution will be the Support Infrastructure that it could get through PSG Institutions, especially via PSG College of Technology- one of the top-ranked institutes in the country and PSG iTech, one of the young and advanced engineering colleges in India.

They conveyed that the students of this college will have the opportunity to work with leading architects, and that will be the greatest exposure for them in the five years.

The Director said that PSG IAP will ensure that its students get the chance to work with leading

architects and leading architectural firms during their internships, and the internships could also be domestic as well as international.

The college is already planning for various academic tie-ups beside collaboration with nationally and regionally acclaimed architects, who will guide and mentor not just the students but also the faculties too. They are also looking at academic collaborations with prestigious academic institutions as well.

The Secretary of PSG iTech shared that PSG IAP will have classrooms that are unique. Each student will be groomed independently. They will be given freedom and will be encouraged to develop their own style.

Also, Chief Architect Sangeet Sharma will be the Design Chair of the college and he will be guiding the students in the Design process. He will be visiting the campus

every month and stay here for a week, work with students, help them with their models, develop soft prototypes and provide them with multiple solutions.

It was learned that several acclaimed architects will be playing the role of visiting faculties of the college as well.

It must be mentioned that the current Managing Trustee of PSG & Sons' Charities L.Gopalakrishnan played a significant role in starting PSG Institute of Architecture and Planning. Both PSG iTech and PSG IAP are the brainchildren of the Managing Trustee.

"It is one of his long term dreams to start a world-class architecture college in Coimbatore city. The establishment of PSG IAP is a dream-come-true for our beloved Managing Trustee", G.Chandramohan, Principal, PSG iTech said.

The strength of this new institution will be the Support Infrastructure that it could get through PSG Institutions, especially via PSG College of Technology and PSG iTech.



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(Approved by Council of Architecture and Affiliated to Anna University, Chennai)



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1st in the Country

National Award for Bannari Amman IT

The Covai Mail

Bannari Amman Institute of Technology, Sathyamangalam has been awarded the first prize in the National level Clean and Smart Campus Award 2020 by the AICTE council under the category of 'Indian Knowledge Systems' for the maintenance of Clean and Smart Campus.

The All India Council for Technical Education selects the best colleges in the country for maintaining cleanliness in universities and colleges and

appreciates the best campus with the National level Clean and Smart Campus Award.

Through a study conducted in the year 2020, the first prize for the National level Clean and Smart Campus Award 2020 has been awarded to the Bannari Amman Institute of Technology by the Minister of Education, Government of India, Dharmendra Pradhan, during the Award Distribution Ceremony organised at the AICTE Auditorium, New Delhi recently.

During the evaluation, an expert committee from the

AICTE council visited the campus of BIT. They verified the claims of the institution based on their criteria.

The award was given for using innovative technologies and maintaining cleanliness around the campus. Prof. Anil D. Sahasrabudhe, Chairman of the All India Council for Technical Education, Prof. M.P. Poonia, Vice-Chairman, AICTE were also present at the ceremony. V Saikumar, Asst. GM, Bannari Amman Institute of Technology received the award on behalf of the college.



V Saikumar, Asst. GM, Bannari Amman Institute of Technology receiving the award

Ather Energy begins retail operations in Coimbatore

The Covai Mail

Ather Energy inaugurated its new retail outlet - Ather Space, at Ramnagar, Coimbatore, in association with Rajdurai's E-Vehicles Pvt Ltd, a leading 2-wheeler service company.

The Ather 450X, one of India's quickest and smartest scooters, alongside the Ather 450 Plus will be available to test ride and purchase at Ather Space. They can also book test ride slots on Ather Energy's website before visiting the experience center. Ather

Energy is one of the few OEMs that also invests in building charging infrastructures.

The company has installed 7 fast-charging points, Ather Grid, which can be found at Peelamedu, Ram Nagar, Sai Baba Colony, Saravanampatty, Racecourse road, Kuniyamuthur, and Sulur. All of the Ather Grid sites are strategically located across Coimbatore, making them easily accessible to EV owners. Ather Energy plans to add 8-10 more charging points to strengthen the charging network.

HICAS; collaboration with AIC RAISE



A.Ponnusamy, Principal, HICAS (1st left) receiving the MoU copy from IT Minister Mano Thangaraj.

The Covai Mail

Hindustan College of Arts and Science has signed a Memorandum of understanding for IEDC (Innovation & Entrepreneurship Development Center) with AIC RAISE (Atal Incubation Centre Raise Business Incubator Private Limited)

The intent of this memorandum of understanding (MOU) between Atal Incubation Centre Raise and the institution is to outline the way in which the two parts will collaborate to strengthen the start-up and innovation ecosystem in the region.

The incubator is at the intersection of the startup community, government, corporate, academic and research sectors. Our goal is to build an ecosystem that not only caters to local entrepreneurs but also act as a gate way for anyone who wants to start a social and impact start-up in India. The memorandum of understanding (MOU) will furnish the Atal Incubation Centre Raise desires to provide boost social and impact entrepreneurial activity among youth, and identifying the need for creating and enabling environment for fostering the start-up activities

in the ecosystem via Hindustan College of Arts and Science.

The Atal Incubation Centre Raise proposes to deliver five pillars which includes Entrepreneurship, Idea to Business, Industry connect, Faculty Empowerment, Miscellaneous. Finally, an enhancement protocol was put forward for the growth and development of incubation center.

The signed copy of MoU was received by the Principal, A. Ponnusamy and B. Sudhakar, Director of MBA Department from the IT Minister T. Mano Thangaraj recently.

TNAU organizes Intl. Horticulture Conference

Horticultural revolution is a silent revolution

The Covai Mail

"Horticultural revolution is a silent revolution. In India, 27 Mha of land is cultivated only under horticultural crops from the total cultivable area of 110 Mha which contributes major share of 15% to Agricultural GDP", said Dr.B.M.C.Reddy, Former Vice Chancellor, Dr. Y.S.R. Horticultural University, Andhra Pradesh.

He was delivering the keynote address at the International Horticulture Conference organized by TNAU's Horticultural College and Research Institute on Thursday under the theme The Next Generation Horticulture.

It was organized in collaboration with Society for Promotion of Horticultural Science and Technology. N. Kumar, Vice-Chancellor, TNAU in his presidential address mentioned that to increase the production of horticultural crops,



L.Pugalendhi receiving the 'Outstanding contribution in Horticulture' awards from the Vice Chancellor of TNAU.

innovative breeding strategies are very important and multiple disease resistance varieties or hybrids have to be developed in vegetable crops. He also emphasized that young scientists should come with innovative approaches to overcome biotic and abiotic stresses in horticultural crops.

B.M.C.Reddy, Former Vice Chancellor, Dr. Y.S.R. Horticultural University, Andhra Pradesh in his keynote address mentioned that the estimated income from horticultural sector is around 2000 crores per

annum. D. Sathyan, IFS, Secretary, Spices Board, Cochin in his special address narrated that India is largest producer and consumer of spices in the world, especially chillies, turmeric, ginger, cinnamon, pepper and seed spices. The keynote lecture delivered by Jayasankar, provided an insight on the significance of genomics and genome editing in horticultural crops.

During the event the 'Life time Achievement' award was conferred upon Jayasankar Subramanian, 'Best Farmer' award was

given to PavalaRajan, 'Outstanding contribution in Horticulture' awards to L. Pugalendhi, Dean (Hort.) and T. Sarawathi, Professor (Hort.) and 'Young Scientist' award was given to A. Subbiah and C. Kavitha.

During the Inaugural function, the book of abstracts and Compendium of lead and research papers of IHC were released and the website of TNAU Botanical Garden was also launched. A total of 350 National and International participants were participated in the Conference both in online and onsite.

Velammal students win big in Chess

The Covai Mail

Master Mithun Pranav, Std 2 of Velammal Main School, Mogappair Campus has clinched the second position with a score 9.5 out of 11 in the India 2021 National Under-08 Open Online Chess Championship representing Tamilnadu, held recently.

This spectacular win places him now to represent India in the Western Asia Youth Online Chess Championship organised by Srilankan Chess foundation that is slated for this weekend. The tournament was organised by All India Chess Federation which saw the participation of over 400 chess champs from across India. The 11 round game was using a time control of 15 mins plus 5 seconds increment.

A couple of days ago, Grandmaster Gukesh D, Std 10 of Velammal Vidyalaya, Mel Ayanambakkam won the 4th position and a cash award of 900 Euros at the Concello de Carballo Clasico open held in Spain recently, with a score of 8 out of 9 points.

This was Gukesh's first over-the-board triumph since last year. Representing India at the World Chess Championship GM Gukesh won 7 rounds and 2 draws with a live rating 2578, bringing laurels.

TMB has stood the test of time!

K V Rama Moorthy, MD & CEO, TMB



From left : S Annamalai, Ex-Chairman, TMB, Union Finance Minister & Corporate Affairs, Government of India, Nirmala Sitharaman and K V Rama Moorthy, MD & CEO, TMB.

The Covai Mail

"Tamilnad Mercantile Bank (TMB) has always added value to all the stake holders for the last 99+ years. The bank has stood the test of time and seen various historical events like Independence, Emergency, Liberalization of the economy and most recently the COVID-19 pandemic," said K V Rama Moorthy, MD & CEO, TMB.

He said this during the Centenary celebrations of TMB that was held at Thoothukudi recently. The celebrations were inaugurated by Union Minister of Finance & Corporate Affairs, Nirmala Sitharaman.

Marking the significance of this day, the Chief Guest, Nirmala Sitharaman launched a unique TMB 'Postal stamp' and a specialised 'Postal Card'.

She flagged off the 'TMB Mobile DigiLobby' vehicle, which facilitates customers to withdraw and deposit cash and to print passbook at their doorsteps. She also flagged off the 'Mobile Vaccination

Camp vehicle' jointly conducted by TMB and Times Network, India's Premium broadcast Network, to educate the citizens on the importance of vaccination, which prevent the spread of COVID -19. The FM then disbursed loans to pharma and healthcare units.

Speaking at the event, K V Rama Moorthy, MD & CEO said, "To help borrowers to overcome the adverse impact of COVID-19, till date, the bank has covered 13753 beneficiaries to the exposure of Rs 1,567.62 crore. In the era of digital banking, we were the first Bank to introduce Robotics in currency chest to sort and bundling of currencies in order to provide quality service to the customers."

"As a part of our Centenary celebrations, we are kick-starting multiple initiatives, starting with the issuance of a special postage stamp and postal cards. We are also launching the TMB Mobile DigiLobby and a Mobile vaccination drive to support our communities. The disbursement of loans to pharma & health care units will be at the heart of a year-long series of events and initiatives from us."

Rotary Centennial supports home

The Covai Mail

Rotary Club of Coimbatore Centennial, recently provided beds and pillows to Sri Varahi Mantralayam, located at Perinaickenpalayam as a way of supporting the Children's & Elders there during this challenging times. The President of the club

Rtn.PHF.S.Panneerselvam along with the members donated 50 beds, 50 bed sheets and 30 pillows to the home in the presence of the Swami Ji who is in charge for the place. Rtn. Varadarajan is the Chairman for this project.

Also present in the event were, Rtn.Guru Thangavel, Rtn.Muthaiah, Rtn.Karthikeyan, Rtn.Nelson and others

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Dr.A.G.V. Narayanan, Director

S.David Karunakaran
The Covai Mail

Ever since our world became a global village, digital technologies and innovative minds have continuously ushered in remarkable progress across different sectors, particularly in the field of Trade & Commerce.

Despite challenges thrown by volatile markets, economic slowdown, trade wars, revision in government policies among other factors, the spirit of the industrious entrepreneurs and managers remain optimistic irrespective of whether they belong to small firms or large corporations.

The genius that Managers reflect in their operations is the fuel for thousands of stakeholders of any business organization, and their boldness, no doubt, stem from the nourishment that they received from their alma maters.

For more than two-decades, DJ Academy for Managerial Excellence (DJAME) has positioned itself as Coimbatore's premier stand-alone B-School that provides students the opportunity to fine tune their perception about business management and help them get exposed to current innovative practices that assure enhancement of their acumen and eventually pave way for an organization's stability & success.

Talking to the Director and a few faculty of the Academy, The Covai Mail learned a lot about how this institution differs from many other B-Schools in not just the city but the whole State of Tamil Nadu and beyond.

A Visionary's Establishment

Dr.D.Jayavarthanavelu, the then Chairman of Lakshmi Machine Works Limited (LMW) is the founder of DJAME. An industrialist par excellence, under Dr.D.Jayavarthanavelu's guidance, LMW became one

of the top 3 Textile Machinery Manufacturers in the world. Understanding that future business organizations with immense potential will need seasoned managers with incredible exposure, he founded DJAME in 2001. It is affiliated to Bharathiar University and approved by AICTE.

Of the 3500+ B-Schools here, How is DJAME Unique?

It is closely associated with an industry conglomerate LMW

LMW- A Pillar of Great Support

It is no doubt that Industry-Academic interaction is important for B-Schools to impart current innovative business practices of the industry. In that way DJAME calls itself a Corporate B-School as it is promoted by LMW through GKD Charity Trust.

"We do reap a lot of benefits by being associated with LMW; in terms of students projects, domestic and international internships, placement opportunities as well as constant industry exposure to faculty too", Dr.A.G.V. Narayanan, Director, DJAME highlights.

"We do reap a lot of benefits by being associated with LMW; in terms of students projects, domestic and international internships, placement opportunities as well as constant industry exposure to faculty too"



Dr. J.J.Savithri, Professor

DJAME works in tandem with industry through its association with Lakshmi Machine Works Limited (LMW), Coimbatore. LMW and its related companies support DJAME through Access to Industrial Expertise, Experiential Learning through Practising managers and Value Added Programs that enhance student employability skills and offer opportunities for Joint Research, and Consultancy Project.



From Left: Speakers at the Duologue session - Arjun M.Ranga, CEO, N.Ranga Rao & Sons Pvt Ltd, Dr.M.G.Parameswaran, Brand Strategist, Mumbai and Dr.T.Natarajan IAS, Sr. Advisor to Executive Director of India, IMF-Washington DC.

Faculties – Facilitators of Learning

"We have 9 faculty at the Academy of which 7 are Ph.D holders who also possess huge industry experience beside their solid academic tenure. The average experience of the faculty team at DJAME is about 10 years" Dr. J.J. Savithri, Professor at DJAME says.

The Academy takes pride in facilitating students the opportunity to interact with various CEOs, CFOs, CTOs, and other leaders of industry. "We offer a series of valuable programs called 'Connect Programs'.



"Duologue is our flagship program where a senior faculty member from the Academy exchanges dialogue with a corporate leader on contemporary issues in various facets of Management."

"All these Connect Programs help students receive first-hand info and exposure from members of Industry. Along with these, our faculty also take effort to bring about change in the attitude in students by teaching them etiquettes and professionalism".

Collaboration with Foreign Universities

Academic collaborations with some of the reputed foreign Universities have been made to further enhance the learning experience of the students. Recently, DJAME and Universiti Malaysia Pahang represented by Faculty of Industrial Management signed a Letter of Intent to

collaborate in Academics, Research & Development and Industry Partnership.

The Academy also inked a MoU with ESC Clermont Business School, an elite B-School in France with more than 100 years journey.

Research is in our Gene

As an institute dedicated for managerial excellence, DJAME focuses equally on producing excellent researchers. "In 2007 the Academy was recognized as a Center for Research by Bharathiar University, offering M.Phil and Ph.D programs, and have produced 18 Ph.Ds and 15 M.Phils so far. Currently we have about 16 scholars pursuing Ph.Ds", Dr.Savithri says.



MoU with ESC Clermont Business School, France

"The Center publishes a Bi-Annual Journal called DJAME Journal for Management Research."

"We invite papers from academicians, students, research scholars and industry practitioners on research articles, case studies and book reviews", she adds.

Every year there will be a research conference at the Academy, with the theme of the conference being Contemporary Business Research.

And...with the Academy having its own dedicated placement cell, the placement results too have been amazing over the years. With intensive training on aptitude, insights on how to appear for interviews, make presentations etc, the students have been facing the interviews with a confident spirit.

"We are best in placement on par with premier business schools" Prof. Sreeraman Nandhi says. "DJAME has been consistent in offering best placement to the students. We have a Manager- Corporate Relations, who takes care of placement for all our students. If you look at the CTC, the average is Rs.4.5 lakh p.a and highest being Rs.7 lakh," he adds.

Accolades

- Business Standard- Business School Special Jan 2021- 'B2' Rating.
- Outlook-ICARE India MBA Rankings 2021 - 32nd in the Private Affiliated Colleges category.
- Careers 360 India Best B-School 2021 - 'AA' Rating.

Results with Flying Colors

Since its genesis, the outcomes of the teaching & learning practice at DJAME have been rewarding. It has achieved University results on par with other excellent educational institutions.

The Director shares that on an average, the Academy's students have been able to achieve more than 95% results in the University exams. Though the college handled classes via online mode, the dedication from faculty and students have paved way for the institution to attain good results this year despite the pandemic.



Prof. Sreeraman Nandhi



More reasons to be at DJAME

- Located on Cbe- Pollachi Highway
- 21 acres green & clean campus
- Serene ambience
- Well Stocked Library with Digital access to best software for Management education
- Separate Hostel for Girls & Boys with Well Furnished rooms, Washing Machines, Toasters & Ovens
- Separate Cafeteria
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- Good sports infrastructure
- Transport Connectivity to all major areas of Covai

How to apply

Visit www.djacademy.ac.in or the college campus between 10 a.m. and 4 p.m. on weekdays. Did you know the college offers scholarship to students holding ranks in the University exams, entrance tests and those with accomplishment in sports? 2 years at DJAME is a game changer, for sure.



Team at DJAME





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