



Employment
Higher Studies
Civil Services and
Competitive Exams
Entrepreneurship

STEP-UP^o_o 2016

In Association with
ICTACT
ICT Academy
of
Tamilnadu

Student Talent Enhancement Program-Unleashing Potential

An Interactive Programme on
Enlightening Young Minds for Smart Career

Inaugural Session

Key note Speakers

Dr. M. S. Subramanian
Mr. M. Sivakumar
Mr. S. S. Radhakrishnan
Mr. S. S. Radhakrishnan
Mr. S. S. Radhakrishnan

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CRUSADE

A CPG CLARION CALL

FEATURING
STEP UP PROGRAMME
16 04 2016

INAUGURAL SESSION

K E Y N O T E S P E A K E R S

REPORT BY: **MR.P.JOSE** IN-CHARGE LANGUAGE LEARNING CENTRE



Mr. Siva Kumar
president ICTACT,
Tamilnadu



Dr. V. Kovaichelvan
Sr.V.P HR
TVS Motors



Mr. Satagopan Madhavan,
CEO,
Cognizant Foundation

Mr. M. Sivakumar, is the CEO of ICT Academy of Tamil Nadu. He is a Chartered Accountant by qualification and an educationalist. His accomplishments in this capacity as a CEO since the inception of the academy are elemental in shaping the education system of the state towards building tech-enabled manpower and developing well-informed faculty base.

Through his active engagement with the field of higher education, he has made an impact in the state at large in transforming the perception of the institutions in terms of skills development and employability. The academy under his leadership, and as a business model is emerging to be successful that is replicated in the nation, wide and deep.

His 26 years of rich experience in setting up, promoting and managing companies comprise Strategic Planning, Financial Resource Management, Product Development and Marketing Channel Management is a boon for the academy on the whole. He has also got an extensive experience in Technology Enabled Education and Training Industry, implementing large educational initiatives focused on Technology Management, Instructional Design and Content Quality Management.

Prior to joining ICTACT, he was the president at one of India's largest Technology Enabled Education Company and was responsible for its strategic development across India. He has been in the Middle East for 10 years as a Profit Centre Head and GM (Finance) in private sector organisations. He initiated his career as a successful Independent Chartered Accountant having a base of leading business banners across India as his clients.

He has been a panel member of CII-south since 2008 to 2011 in various sectors like Skills Development, Education and IT/ITES. He is on the board of studies of many engineering colleges, private technical universities and management institutions.



Dr V Kovaichelvan is the Senior Vice President-HR at TVS Motor Company, Bengaluru Area, India. He has vast experience in Production engineering relating to metal forming, joining, plastic injection moulding, pressure die casting, Managing product development projects using rigorous stage gate process and concurrent engineering techniques and cross-functional teams, Total Quality Management with focus on customer, employee involvement, continual improvement and standardisation and building organisational excellence, Human resource development with focus on rigour in learning & development, Talent management, Leadership development, OD Keen on education and training and bring greater relevance to life and career. Focus on design of products and processes for right first time and reduce problems downstream.

He worked as the Senior Vice President-HR, TVS Motor company, from June 2008, Vice President - TQM and HR, TVS Motor Company, from October 2000 till May 2008, General Manager-New product development, TVS Motor Company,

From February 1991 till September 2000, he worked as Manager-Production engineering, TVS Motor Company, October 1984 – January 1991 (6 years 4 months) and as a Production Engineer, Nettur Technical Training Foundation(NTTF), from October 1979 till May 1983. He completed his BE, Production engineering from PSG College of Technology in 1979 And MSc, Engineering Business Management from University of Warwick in 2001. He completed his Ph.D. in Competency Management in 2009 – 2015 from Anna University, Chennai.



Mr. Satagopan Madhavan holds a Bachelor's degree in Engineering from the university of Madras (College of Engineering, Guindy, Madras) and a Post – Graduate Diploma in Business Administration from the Indian Institute of Management, Ahmedabad .

He is a professional Manager with varied work experience of over 45 years. His career spans assignments in the areas of Commercial, Financial, Human Resources and General Management with reputed organizations in India and abroad, and also as an independent Management Advisor. The companies in India that he had served with distinction, in senior managerial roles, include IBM World Trade Corporation, Siemens India Ltd., Digital Equipment India Ltd., and UST Global.

Since May 2008, he is working as the Chief Executive Officer of Cognizant Foundation - the Corporate Social Responsibility arm of the global IT major - Cognizant Technology Solutions - based in Chennai . As the CEO, Mr. Madhavan is leading Cognizant Foundation in meeting its objective of improving, guiding and inspiring the lives of under-privileged sections of the society, through focused activities in the areas of Education, Healthcare and Livelihood.

He has been very actively involved with the Madras Management Association (MMA) and with the Confederation of Indian Industry (CII). He has served as a Member of CII National Council on Corporate Social Responsibility and also as a Member of CII Southern Region Sub-committee on Education. He continues to serve as a Member of CII Southern Region Sub-committee on Corporate Social Responsibility since 2009 – 10.

Mr. Madhavan is a Fellow of the Chartered Management Institute, U.K., and a Member of the American Management Association and a Life Member of the All India Management Association.



MAY was a month to remember the management's efforts in helping the students identify and keep in track of their desired careers, ofcourse, offering help and guidance was the only agenda. It was a huge event **"STEP-UP" (STUDENTS TALENT ENHANCEMENT PROGRAMME – UNLEASHING POTENTIAL)**, a follow up of the **"STEP" (STUDENTS TALENT ENHANCEMENT PROGRAMME)** programme that helped the students identify their talents and future aspirations in terms of career. It was huge in all aspects, from the number of invitees from the industries who were also the guest speakers of their respective fields and to the planning involved in organizing the programme itself. The management is determined to see that even the last student get the best help from the college. It also reflects the management's determination to 'give the society back' concept which was initiated by our founder Arutchelvar Ayya.

The team worked towards the goal under the able hands of our Secretary Prof.C.Ramasamy. The job was tedious and painstaking considering the number of invitees but the team achieved whatever they planned and whoever they wanted to invite. Guess what! The brand name (DRMCET) is such and the value it has created in the industry (Sakthi) and the academic arena is huge.

The programme was a huge success and people from all walks such as industry experts, management, admin team, faculty and finally the students went out with a sense of gratitude and satisfaction.

"STEP UP TO THE CHALLENGE, BELIEVE IN YOURSELF AND DO WHAT IT TAKES. RIGHT NOW IS A GREAT TIME TO START"

Secretary welcomed the gathering after introducing the programme. He informed the dignitaries and the students that this programme aims at helping the students know about their career, the challenges in the career, the expectations of the career and clarifying the doubts. He also mentioned that this is one of its kind and the continuation of the already conducted STEP programme.





Mr. Siva Kumar president ICTACT Tamilnadu in his address urged the students to decide their future for themselves by narrating his experience in becoming an entrepreneur and an employee and back as an entrepreneur again. He explained that the students should have the real industry experience to know the expectations and for which they have to strive hard. He also insisted upon being open about their opinions and answers. He cited his experience abroad while attending an interview. As an appreciation for the efforts of DRMCET, Mr. Sivakumar, president ICTACT Tamilnadu presented a certificate of Privileged Associate Membership for MCET in ICTACT to our Secretary.



Dr. V. Kovaichelvan appreciated the management and secretary for taking such painstaking efforts for the development of the students. He urged all the students to become innovators by developing new technologies for the industry for which they are going to work with. He told that most of the technologies in automobile industry are Japanese, Korean or Germany. He insisted on the importance of developing managers from engineering background to think beyond the possibilities for designing, developing and testing quality products. He suggested that there are multiple solutions for a single problem and called the student community not to stick with a single solution that doesn't work. He warned the students of parental pressure and peer pressure in choosing their careers. He also mentioned about VUCA (volatility, uncertainty, complexity and ambiguity of general conditions and situations) and requested the students to be ready to face the reality in the industries.



Mr. Satagopan Madhavan, CEO, Cognizant Foundation told that the competition in the industry is high and requested the students to gain in-depth knowledge and hands on experience. He elaborated on India's aspirations to become a global competitor and requested the students to become a worthy workforce to meet this need. He told that the students need life long skill up gradation, proper aptitude and attitude to reach the altitude that they are aiming for. He recommended few points to the students to excel in their chosen careers, such as their ability to choose an apt career, ability to understand and adopt to the emerging technologies and dynamics. He called the students to be better team players and keep abreast of the developing events in the world. He finally told the students that only building competency will keep them in their careers, otherwise they would be lost.



The inaugural session came to an end with the vote of thanks by the principal. The students dispersed to their respective halls for further sessions in their chosen areas.

EMPLOYMENT

K E Y N O T E S P E A K E R S

CORE STREAM

REPORT BY

Ms.R.BUVANESWARI-AP/ENGLISH



Mr. R. Venkatanarayanan,
President- HR, IT & Education,
Rane Group,
Chennai



Mr G.R. Janarthanan,
Executive Director,
India Pistons,
Chennai.



Dr.A.Sudhahar,
Proprietor Dimensions,
Coimbatore.

Mr.R.Venkatanarayanan is the President- HR, IT and Education, Rane Group, Chennai. He graduated from the University of Madras, and did his PG in HR from Calcutta University. He is an alumnus of the Royal Institute of Public Administration, London, he has also undergone the Business Leaders Program at IIM, Calcutta. He is associated with professional forums such as CII, NHRD, EFSI etc. He is part of the CII National Councils on HR & IR. He is on the Board of Studies, Department of Psychology, University of Madras. His hobbies are reading, travelling and long distance running.

As the Group Head of HR and IT for the Rane Group, he leads strategic initiatives in HR and IT for long term organizational capability building, leadership development, Innovation and effective use of IT for business growth. He has extensive experience in IR, Learning & Development, OD, Change Management and IT. He has worked in SAIL, Mascon Global Ltd, and Prasad Group prior to joining Rane in 2006.



Mr G.R. Janarthanan completed his B.E Mechanical Engineering from University of Madras in 1967 and did Post Graduate Diploma in Statistical Quality Control and Operation Research from Indian Statistical Institute in 1970. He also completed his M.B.A from University of Madras in 1977. To add to his academic credentials, he underwent Production Management Training from Asian Productivity Organization, Japan in 1978, TQM Training with Tsuda of Japan and TPM Training under Professor Yama Kuchi of Japan.

He joined India Pistons in 1968 and worked as the Head of Planning and Production Engineering for 15 years. He continued his service there as Head of Marketing for 15 years, Head of Piston & Pin Plant at MM Nagar for 8 years, Leader of Oracle Implementation in 2005, Head of Quality, Head of Operations and Business Unit Head for Pistons & Pins at Sembium & MM Nagar.

He is a member of National Institution for Quality and Reliability (NIQR) for the past 40 years and acted as the National President of NIQR from 2012 to 2014.



Er. A. Sudhahar, Proprietor & Chief Consultant, DIMENSIONS, Coimbatore.

Er. Mr. Sudhahar completed Diploma in Civil Engineering from Christ the King Institute of Technology in 1997, Bachelor of Civil Engineering from Government College of Technology in 2000, Master of Structural Engineering from Government College of Technology in 2003, PG Diploma in Health monitoring of Structures, Repair and Rehabilitation from Annamalai University in 2006, MA in Sustainable Development from University of Staffordshire – UK in 2008 and at present he is pursuing his Ph.D from Anna University, Coimbatore.

He has worked as a Technical Appraiser, HDFC limited, Lecturer in Civil Engineering in Kumaraguru College of Technology, Design Engineer in Technica Consultants, Coimbatore. He has worked in various ranks from Asst. Manager to Vice President for ACC Limited and served as Dean- Civil Engineering, for United Institute of Technology, Coimbatore as a Visiting Faculty from 2011 to 2015.

At present, he is practicing as a consulting Structural Engineer and engaged as a consultant for ACC limited for Ecosand and Related products and owns a Fly Ash Brick Manufacturing plant as a franchise manufacturer for ACC limited. He is a member of the Board of Studies in Civil Engineering for Government College of Technology, Coimbatore, Anna University and Advisory Board member for various other engineering colleges. He is also a Patron member for the School of Construction Artisans, Coimbatore.

To add a feather to his cap, he has won the National award for Corporate Innovation – 2008.





“CORE STREAM”

The session for Placement - Core comprised of two sessions. The morning session was taken up by the three eminent speakers and Dr. S. Vijayarangan (Director Academic) was the moderator of the session. Director- AC introduced the three eminent speakers and short address on employment process in an organisation. He delineated that the three eminent industrial experts with us would guide us on the atmosphere on which the core branch students would face and requested the students to make use of the session to shape themselves according to the need of the hour. He insisted on the importance of adaptability to situation and emphasized that it is our ability that would decide the peak that we would reach, so it is important for the young budding engineers to prove worthy by building their capabilities.

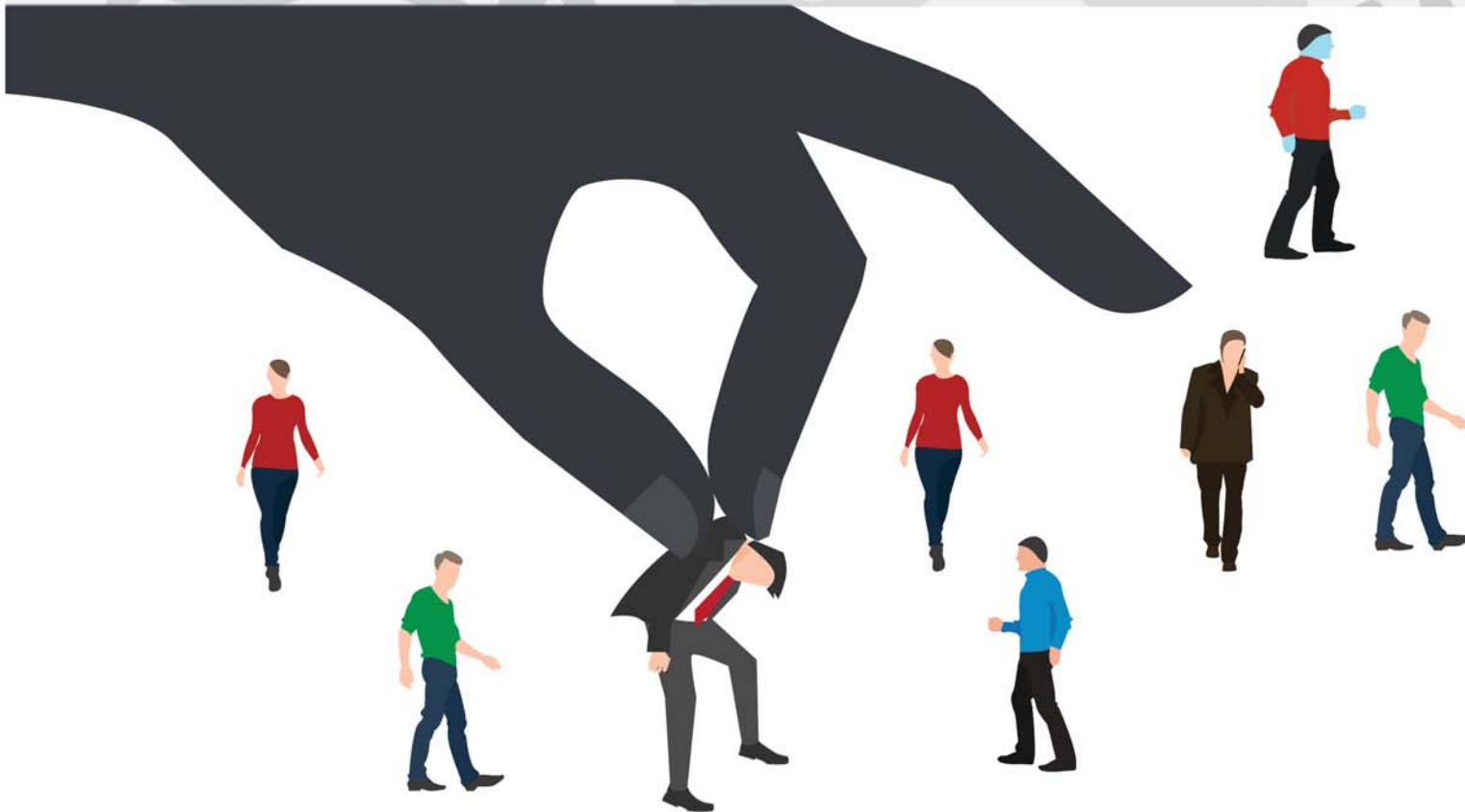
The first session was handled by Mr. R. Venkatanarayanan, President- HR, IT & Education, Rane Group, Chennai. His talk covered clear and detailed information about the working conditions in the industries, especially, in Mechanical & Automobile industries where the students should adapt to the working atmosphere wherever they are and however it might be. If one's choice is to work in a Foundry, one may not be provided with air conditioned amenities because the temperature differences directly affect the manufacturing processes. Risks are everywhere and it is not possible to find a riskless job. Each individual is inflated with boundless talents and the path towards the career has to be chosen wisely and carefully. If one's passion is to enter into the manufacturing sector, a complete research has to be made not only about the designation but also about the companies or firms related to the manufacturing sector. Consequently, the criteria requirements by the companies have to be clearly understood and a sincere effort would make one an employee of that company. While one works for a company, he/she has to constantly learn and practice. People have to think of themselves as the owners of that company and give relentless service. There are gaps between the academic curriculum and the industrial technologies. One has to keep himself/herself updated about the current trends and has to undergo internship/in-plant-training to keep in touch with the industry expectations. Especially, the internship duration has to be lengthy enough, at least 3 months, because this would provide an opportunity to the individual to learn a lot about the company and the company will have time to judge the individual's potential. In this case, one has got a direct opportunity to get recruited in that com-



The second session sparkled with the thought provoking words of Mr G.R. Janarthanan, Executive Director, India Pistons, Chennai. He started his magnificent speech by saying that the completion of B.E degree is just a beginning in the process of learning. He quoted that “Learning never stops” and learning, not studying is more important in the current scenario. He elucidated the developments and changes that happened over a long period of time in the industrial world. He said that expectations from customers are changing everyday due to the economic growth and the need for manufacturing sector to provide superior products has become the need of the hour. He narrated the manufacturing process of Pistons from the day he joined till today. He instructed everyone to learn every day about the development happening in the real world. He said new employees may face difficulties in the initial period but the company and the people are ready to accept them and make them comfortable. One important suggestion he made was that the budding engineers when employed must understand their jobs as well as their customers’ requirements and quality requirements. It’s important for employees to know about agreement of inspection and added that it’s important to understand the team members because the real task lies in getting the work done rather than doing it by oneself. He emphasized on 5 principles namely, Delivery, Quality, Cost, Safety, and Morality. He enumerated the importance of environment and said that it’s important to ensure that the production shouldn’t affect the environment and should be pollution free. He also added that as young citizens of the country, it’s the duty of all the Engineers to take care of proper utilization of resources and wealth like Power, water and all forms of energy.



Er. Mr. A. Sudhahar, Proprietor, Dimensions, Coimbatore started his speech with how one could plan their career. He said that one's career must be unique and added that the future changes, as one gains experience. He mentioned the word juxtaposition, meaning where you want to be and where you ought to be, and if these match, then the work of career planning is done. He also mentioned about the four main things which the industries expect from a fresher such as Energy, and Synergy. Interests cannot become a career but only passion towards something becomes our career. He also said that a best employee must be a potential entrepreneur. He stressed on learning at an initial stage and implementing them. He requested the students not to wait for the ideal moment and insisted them to learn the path as they travel in the industry. He called all the students to evaluate their strengths and weaknesses as they progress.



EMPLOYMENT

K E Y N O T E S P E A K E R S

CIRCUIT STREAM

REPORT BY

Ms.V.ARUNADEVI-AP/ENGLISH



Mr.R.Karthigeyan
Lenovo,
Pondicherry



Mr.Divayashun Verma,
Head ,
VR Development,
Ericson



Mr.Visweshwaran Jagadeesan,
Academic Technical Consultant,
National Instruments



Mr.Nuthan Kumar,
Senior Physical Design Engineer,
Intel Technologies

Mr. Divyanshu is an alumnus of IIM Bangalore and IIT Delhi and holds patents in the area of memory design. He has worked in management roles at NetApp, Dell R&D, and Bangalore Broadcom etc. At present, he works as Head - Virtual router development team at Ericsson R&D Bangalore. He has more than 16 years of experience in Software Industry with 4 years of international work experience. He holds 2 patents in the area of memory design and has been an invited speaker at various national and international conferences. He has authored and presented national and international white papers at Linux symposium Ottawa, Silicon India conference, OSI days, NASSCOM Summits. He has been an external examiner for NIT-K MTech thesis and has advised NIT-K, UPES, Dehradun, NMIT–Nitte and many other colleges on education and cloud strategies. He also serves on the advisory board of OSI Days - the largest Open Source conference in Asia, where he creates strategies related to international collaborations to take the conference to the next level.



Mr.R.Karthigeyan did his M.B.A (HR) from Indira Gandhi National Open University and M.A (Eco) from Annamalai University. He did his Post Graduate Diploma in Labour and Administrative Laws.

He is endowed with 20 Years of illustrious career in Indian Air Force and performed in middle level managerial positions. Presently, he is serving as the National Manager – Corporate Real Estate and Labour Law Compliance in Lenovo (India) Pvt Ltd, Bangalore. He has handled various positions in Lenovo, such as Manufacturing Plant HR, Administration, Security operations and Public Relations.



Mr. Visweswaran Jagadeesan holds a B.Tech – Electronics & Communication Engineering from Pondicherry University. He has delivered more than 500 technical lectures on “Experiential Engineering Education” on varied Technology Topics. He has established more than 50 Lab VIEW Academies and 5 Centres of Excellence in India using NI Graphical System Design Platform. He has travelled widely in India and has delivered key note talks in more than 300 Indian Engineering Institutions. He is interested in Virtual Instrumentation, System Design, Measurement & Automation, FPGA based Embedded System Design, Signal & Image Processing, Sensors, Data Acquisition & signal Conditioning.

He is a faculty for IUCEE (Indo US Collaboration for Engineering Education) handling FLP (Faculty Leadership Program) representing National Instruments. He is currently working as Sr. Academic Technical Consultant at National Instruments India and handling the major responsibility as “Improving the quality of Engineering & Science Education”. He is focused on introducing students at all levels to “Do Engineering” so that students can solve 21st century system design challenges with industry-ready skills. He is actively involved in Board of Studies at different Universities and Autonomous institutions across India like Anna University of Technology Madurai, SRM University Chennai & Avinashilingam University Coimbatore, VR Siddhartha College of Engg, Vijaywada, GH Raisonni Group of Institutions Nagpur etc...

He is also a Project Advisory Committee member of ISTE-WPLP (Working Professionals Learning Project) Program. He works very closely with students and encourages them to become entrepreneurs / start-ups using NI platform and as the result today, we have more than 5 start-ups who is working in NI platform for different projects and domains. He and his team are working with partners in the education eco-system to help and prepare the students to be competent enough to take advantage of opportunities in a new global environment. He has 12+ years of experience in technical sales and marketing. At present he is with National Instruments, leading the education initiatives in South India and Sri Lanka.





The first session was introduced by Dr. R. Sudhakar, HOD, ECE, who was also the moderator of the session. After introducing the guests of the day – Mr.R.Karthigeyan, Mr.Visweswaran Jagadeesan, Mr.Nuthan Kumar, Mr.Divyanshu Verma from Lenovo, National Instruments, Intel Technologies & Ericson respectively, he left the stage for the technocrats. Meanwhile, the young minds of the burgeoning engineers that were once crammed with electronics and electricals, were now ready to intake the highly valuable inputs that were awaiting them in the near future.

Then, the dais was left open for Mr.Visweshwaran Jagadeesan, Academic Technical Consultant of National Instruments. He began his speech with a clear definition of engineering. According to him, engineering is the application of science. He insisted that, students must apply their knowledge they have gained in the form of projects, prototypes, etc. He illustrated on how engineering had driven young minds to solve real-time problems in the society through real time analogies.



And finally, Mr.Nuthan Kumar, Senior Physical Design Engineer, Intel Technologies highlighted the importance of soft skills in professional career development. He brought light to the fact that soft skills cannot be attained through any kind of special trainings but can be achieved only by means of incessant practice. He also stressed on the fact that communication has a vital role to play in any industry. He also shared his work experience at Intel which was very interesting to listen. Thus the speakers delivered their valuable views on how to succeed in one's life, no matter on which path he/she goes, either be it an IT or core industry.



Mr.R.Karthigeyan from Lenovo, Pondicherry, was the first speaker. He delivered his ideas on career planning, team work and industrial expectations in a clear way. He gave away the words of reality that one must be unique in order to enrich and excel in his career; being unique from amongst 5 lakhs of freshly graduated engineers is a cumbersome task, but when one comes out of his comfort zone and sees the reality he would no longer remain dormant. He also briefed about the importance of communication skills, self-recognition and the ability to adapt to change. The students were motivated to give out 100% of their focus and concentration on any work they do and given a chance, success would not be far than a hands reach. Thus at the end of his speech, the students were eager to listen what other speakers were about to tell.



Mr.Divayashun Verma, Head, VR Development, Ericson shared his insights on how to face an HR interview. He embarked his speech by asking “what is this?” by showing his mobile to the students. Most common answer came from the students’ side, saying it as mobile. He then continued by saying that engineers must explain contents in detail. So whatever question is put forth to an engineer, he/she must be clear and confident enough to explain it with clarity. He also insisted that being strong in the fundamental theories and being passionate to learn new stuff will aid to acquire a job faster than the people who are weaker in fundamentals. He made it comprehensible that a company would expect a smart candidate with strong fundamentals and the one who could work in a team with harmony. He bolstered on the importance of teamwork and taking responsibility of one’s actions.



EMPLOYMENT

K E Y N O T E S P E A K E R S

IT STREAM

REPORT BY

Ms.B.BALAVIJAYAPRIYA-AP/ENGLISH



Dr. Ravithilagan
Head, HR
FSS Ltd



Mr. Moorthy Duvvuri
Head HR
HSS



Mr. Gokul Visweswaran
Founder,
NPN Labs

Dr. Ravithilagan is from Sawyerpuram village, in Tuticorin district. He did his schooling in the village and BBA from Aditanar Collage at Tiruchendur. He did his MBA and PhD from Department Of Management Studies, Madurai Kamaraj University. He is also a member in the Board of Studies in Madurai Kamaraj University.

He has been working in the field of Human Resource Management in various organisations of repute for over 25 years at leadership positions. Some of his past assignments were in the organisations like TCI Ltd, Standard Batteries Ltd, IDEA, Satyam Computers Ltd, Rane TRW Ltd.

He is currently working as Head, HR for FSS Ltd, a leader in payment processing industry in India.

He is very keen in academics and enjoys giving lectures in management institutes. His hobby and current interest of research is on 'Metaphors in Management'. He has made 15 audio visual presentations using metaphors including Biographies, Movies, and Epics during the past ten years.



Murthy Duvvuri is the Vice President, Projects, Payoda.

Mr. Murthy heads IT Services delivery team which offers end to end solutions to customers which includes strategy, planning, Program Management, Processes Engineering, Operations and Development. He has 18 years of cross-cultural expertise in spearheading delivery management. Previously he was heading TCS-Bank of America relationship and holds an M. Tech Degree from Cochin University of Science and Technology.



Mr. Gokul Visweswaran started his career in 1999 with TCS. He has travelled and lived in almost every metro in India. He lived in the US long enough to be bored, and has returned back home. He worked largely on Enterprise Systems, ERP as they are called, in Compensation & Benefits Management, testing for various customers in the Middle East and the South East Asia and at present, he is also developing Mobile apps. He likes traveling by his trusted Royal Enfield and has clocked about 100,000+ kms. He worships Steve Jobs for want of a religion.

To take a break from the monotony of employment, he started a company when he was 32. After failing in his first venture, he went out to the market to be employed again. He had to get out of it in less than 18 months and he has been on his own again, ever since. Once an entrepreneur, always an entrepreneur. He is currently in his second venture, NFN Labs and he is in the business of developing mobile app products both for himself and his customers. He is working on one complex not so stealth product idea currently.



“IT STREAM”



Dr. MAHALINGAM
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STEP-UP 2016
Student Talent Enhancement Program-Unleashing Potential

Enlightening Young Minds for Smart Career
An Interactive Programme on

**Employment
IT Stream**

16th April 2016
9.30 am - 4.30 pm

ICTACT
In Association with
ICT Academy of Tamilnadu



The session started with the introductory remarks about the step up program by Vice Principal Dr.A.Rathinavelu. Dr.S.Ramakrishnan, HoD-IT introduced Dr.D.J.E.Ravithilagan head of FSS Chennai, Dr.G.Anupriya, HoD In-charge-CSE(UG) introduced Mr. Gokul Visweswaran, Founder NFN labs, Chennai and Mr.R.Muthusamy, HoD in-charge-MCA introduced Mr.Moorthy Duvvuri. The session was much awaited by the students as they were all preparing to clarify their doubts from the speakers. Students gained hope and confidence from the interaction and positive speeches. The session put the students at ease and would help them stay positive, work energetically and climb the career ladder successfully. The room was full of smileys as the students felt that the purpose of organising such an interaction session with the industry experts. All the speakers did their best to make the students understand the industry expectations, life style and the need for constantly updating their technical and communication expertise.

Dr.D.J.E. Ravithilagan's speech was realistic and motivational to the students. He started his speech by differentiating the generations of people. He clearly stated about the Talent of the young generation, the opportunities available and the challenges faced by the young generation. He stated about the demand for quality people in the job market. He quoted that A.R.Rahman is inspiring millions of people through his hard work. He spoke on how one should focus on his/her career and stated that "Distractions are more these days but we should focus on what we do". He concluded his speech by saying "Practice makes a man perfect".



Mr. Moorthy Duvvuri brought out the importance of confidence while attending the interview. He further added that in addition to technical skills, communication skills play a major role during the interview. He highlighted that lot of potential is hidden within the youngsters. He quoted a real time example of how an individual's confidence plays a major part than one's skills set. He reminded the gathering about the importance of self and made a note that even God will not help any individual directly.



Mr. Gokul Visweswaran commenced his speech with an example of "Best apple is always known in trees". He discriminated between practical and theoretical knowledge and insisted that motivation and focus are needed to achieve success. He concluded his speech by saying that the interest to learn and an attitude to work hard will definitely give success.



ENTREPRENEURSHIP

K E Y N O T E S P E A K E R S

REPORT BY

Ms.B.NITHIYA-AP/ENGLISH



**Dr.A.Selvakumar,
Encore IT/TiE,
Coimbatore**



**Dr. K. Suresh Kumar,
PSG-Step,
Coimbatore**



**Mr. N. Krishnan,
Chairman,
HVK Systems,
Chennai**



**Mr. RG. Nawin Krishna,
Founder, COO,
Mindwiz Techno**

Mr. N. KRISHNAN was born on 14th October 1936. He did his B.Tech from IIT Kharagpur in 1957 and D.L.C from Loughborough College of Technology, U.K in 1959. He went on to add feathers to his cap by completing M.I.Mech.Eng in the UK and M.I.Plant Eng in India. During his studies in the UK, he received Burmah-Shell Scholarship for studies and training in the U.K. from 1957 till 1961. He also underwent Industrial Training in various companies in Germany & U.K from 1959-1961.

He was the Senior Executive in Lucas – TVS Ltd From 1961 till 1967 and from 1967 Onwards started running his own business entities. From 1967 till 1985 he ran Automac (Madras) Pvt.Ltd, Manufacturing Industrial Solenoids. From 1968 till 2001 he ran Pilot Engines Pvt. Ltd, Manufacturing Automotive cylinder liners & other Engine Components.

1986 onwards, he is the Chairman, HVK Group Consisting of HVK Systems & Marketing Pvt.Ltd, Chennai, HVK Hydraulics Pvt. Ltd, Bangalore which distributes Industrial Hydraulic products for Vickers/Eaton, Hi Power Hydraulics, Bangalore that manufactures Hydraulic Systems, Broadgate Technical Services India Pvt. Ltd, Chennai that develops Software and Alekton Engineering Pvt. Ltd which manufactures Screw Pumps.

His company HVK has received Eaton Award for Highest Distribution Sales in 2006 & 2007, Eaton Award for Best Innovation application & consistent Focus on Customer's Training in 2007 and Certificate of appreciation for Achievement in Trade given by United States Department of Commerce in 2012. He has received various other accolades for his professional excellence. He received 'Key Man' Award from R.I, President Ed Cadman for Contribution in the field of International Service in 1986.

He was appointed as the Group study Exchange Team Leader to District 7980, Connecticut, U.S.A. in 1996, awarded for Implementing District Leadership Programme Assistant Governor in 2000, awarded by various clubs in the District during 2003 -2007, including one for authoring the book "The Exciting World of International Service in Rotary" and awarded for his outstanding Support to Group Study Exchange Programme from Rotary District 3230.



Dr. A. Selva Kumar is the President of TiE, a Global Entrepreneurship Organization, Coimbatore Chapter from July 2014, Director, AkashiQ Data Care Ltd from 2010, Chairman, ZIPS Research Foundation from 2010 which is a not-for-profit trust registered in India with the objective to be an enabler and catalyst to enhance the quality in education through technology as well as other strategic interventions, Director, Sri Chamundeswari Sugars Ltd from 2007 and Director, SAKTHI FINANCE LIMITED from 2006.

He completed his B.E. Mechanical Engineering from Government College of Technology, Coimbatore in 1977 University of Madras and M.E in Production Engineering from College of Engineering, Guindy in 1979. He completed his PH.D in Mechanical Engineering from Concordia University in 1984 Montreal, Canada.

He was the Managing Director, Encore IT Services Solutions Pvt. Ltd. From January 2011 – November 2015, Past Chairman, COMPUTER SOCIETY OF INDIA (CSI) – Coimbatore Chapter from April 2013 – March 2014 and Joint Correspondent, Kumaraguru College of Technology, Coimbatore from January 1997 – September 2010.



Dr.Suresh Kumar holds an engineering degree in Mechanical and PhD in Management. Dr.Suresh Kumar started his career in Coimbatore, in a Textile Machinery Manufacturing company and joined PSG-Science & Technology Entrepreneurial Park (PSG-STEP) later. The Technology Business Incubator (TBI) is associated with PSG College of Technology, Coimbatore, India which focuses on supporting start-ups in the areas of information technology, electronics and mechanical. He has been a part of establishing the incubation facility and building its brand to the stakeholders of entrepreneurship in the institute and in the region.

More than a decade, he has been responsible for managing the incubation facility, handholding start-ups, managing the seed fund

support system, coordinating the Outreach Centre activities for promoting innovations and identifying & executing the consulting assignments. He handles the Secretariat of Asia Pacific Incubation Network (APIN) – an initiative supported by infoDev, World Bank and Department of Science & Technology, Government of India.

The network has about 106 incubators as members across 20 countries. Under APIN, he organizes capacity building programmes and workshops for the business incubation managers across the Asia Pacific region. He is certified as Business Incubation Trainer by infoDev, The World Bank Group and a mentor in the National Entrepreneurship Network (NEN). He had participated in various international programs and workshops held at USA, Australia, China, Finland, Brazil, South Africa, Japan, Taiwan, Malaysia and Thailand.

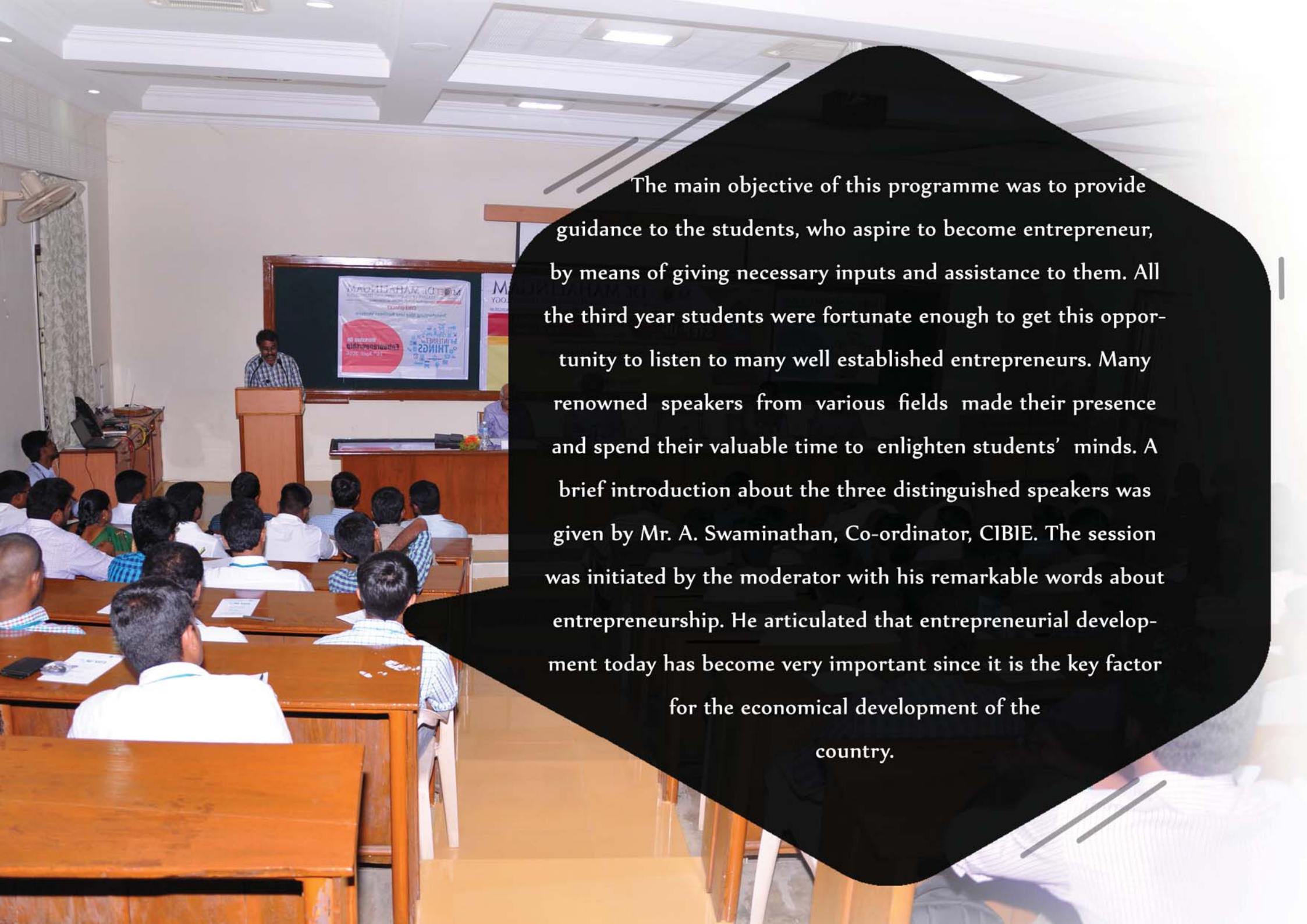


Mr. RG Nawin Krishna did his schooling in Ooty and under graduation in Computers from Bharathiyar University, Coimbatore. He holds a dual Masters degree in Management and Psychology from Bharathiyar University, Coimbatore. He is currently doing his Law from Dr. Ambethkar institute of law, Bangalore. He started his Professional career as a Trainer in HR & Soft skills and later he switched his career to SAP. He is now a SAP Global Certified consultant in HR module. He has served the big players in the global market such as Usha International, Cycle Pure Agarbathi, Mavana Sugars, ABB International and many companies worldwide and consulting bigger IT Players such as Infosys, Accenture, Cognizant, Wipro and so on, by which he got a global exposure and a clear understanding of global business processes.

He started his journey as an entrepreneur in 2009 with a global reputation and recognition. Being one of the core member of Coimbatore start-ups community, he started Coimbatore Youth Club, Mind makers Training Academy in 2009, Mindwiz Techno-Solutions in 2012, Eventspace.com, in the year 2014 and also co-founded Gyannext.com, in the year 2015 which is an online applications portal for the student community. As a milestone, he was awarded Influential Entrepreneur Award -2013 and rated 6th among top 10 first generation Entrepreneurs by a leading business magazine and many more from various organizations and forums in business and education sector.

He is training and consulting people in SAP & Human Resources practices, delivering talks on Entrepreneurship, start-up culture and leadership in lot of colleges and corporates around the globe. He is a guest faculty and resource person in various educational institutes in India and abroad. He is an active member of many social organisations and professional forums such as Agaram Foundation, Aathma Foundation, Sahodari Foundation, Go Green Kovai, Nizhal Foundation, Coimbatore Startups, Startup Club, Chennai startups, National Entrepreneur Network, Native Angel Network, 50K Ventures, CXO Coimbatore, CIBI, CII-YI, NASSCOM, ICTACT, Coimbatore Youth Club, Coimbatore Shopping, Kovai Foodies and so on.





The main objective of this programme was to provide guidance to the students, who aspire to become entrepreneur, by means of giving necessary inputs and assistance to them. All the third year students were fortunate enough to get this opportunity to listen to many well established entrepreneurs. Many renowned speakers from various fields made their presence and spend their valuable time to enlighten students' minds. A brief introduction about the three distinguished speakers was given by Mr. A. Swaminathan, Co-ordinator, CIBIE. The session was initiated by the moderator with his remarkable words about entrepreneurship. He articulated that entrepreneurial development today has become very important since it is the key factor for the economical development of the country.

The first session was commenced by Dr.A.Selvakumar, Encore IT/TiE, Coimbatore. He elucidated on how to keep our network alive and added that money shouldn't be a barrier for starting a company. He said that, "It's our hard work which determines our career and money should not chase idea but our ideas should chase money". This ideology inspired many students.



The second session was filled with the enlightening words of Dr. K. Suresh Kumar, PSG-Step, Coimbatore. He elucidated the importance of achieving success in entrepreneurship. He evidently differentiated problem and pain which is the need of the hour. He abbreviated PPT as Pain, People & Technology which has a correlation. He requested the students to consider the benefits that we can give to the customers. As a successful entrepreneur, he described how to choose a business partner for a successful career. He also explained the concept of cost & value.



In the third session, Mr.N.Krishnan, Chairman, HVK Systems, Chennai, stated that an entrepreneur should involve in various fields and should have self-confidence to become an entrepreneur. He said an entrepreneur might face a lot of problems and he/she must have the courage to face it and overcome those problems. They must also be dedicated and passionate to work hard. One has to follow freedom as well as discipline and should work consistently, which is much needed in the initial stages of entrepreneurship. He also stated that success lies on making profit in business. He insisted that believing in oneself and team work are imperative to distinguish oneself as a successful entrepreneur.



The fourth session by Mr. RG. Nawin Krishna, Founder, COO, Mindwiz Techno, added flavour to the preceding speakers. He cleared all the queries regarding entrepreneurship and start up venture. Added to which, he explained the strategies to get patent right for new ideas. He also elaborated on the struggles an entrepreneur might face while starting up a business.



HIGHER STUDIES

K E Y N O T E S P E A K E R S

REPORT BY

Ms.K.RAJALAKSHMI-AP/ENGLISH



Mr.S.Prasanna Krishna
Director
Career Zone



Mr.S.Saravana Kumar
Director
GATE FORUM

Mr. Prasanna Krishna is an educationalist, serial entrepreneur, consultant, mentor and a public speaker. He is an active investor with 6 investments, of which he is a founder of 3 of them. He plays an active contributor in 4 industry associations and 2 NGOs. His passion is to help, support and advice graduates to pursue their global careers, education and life. With this vision, he founded CAREER ZONE in 1997 and he has assisted thousands of students to pursue education across the globe in over 300 universities. Having travelled extensively and visiting over 200 International Universities, he has comprehensive knowledge of top global universities. He holds a Bachelor's degree in Mechanical Engineering from Coimbatore Institute of Technology (CIT); Post Graduation in Purchasing & Supply Chain Management from The Robert Gordon University (RGU), Scotland, UK and an MBA from University of Toledo, USA.

He is the great grandson of (Late) Dr. Avinashilingam Ayya, First Education Minister of Madras Province. His grandfather is a veteran congressman, Late. Dr. S. Ramaswamy. His wife Deepa, supports him in his business and he is blessed with a daughter, Sara. The nuclear family still continues the family tradition of supporting a number of educational, social welfare and religious charities. He spends his free time playing golf and bridge. It is a matter of pride that Career Zone Global Hub is being set up in our campus for the benefit of students aspiring to go for higher education overseas.



A.Saravana Kumaran, born in 1981 in a rural background has achieved great heights in his Professional career and is now an exemplar for many ambitious youths who are trying to fit in a right career path. His teaching profession started in an unbelievable period when he was studying diploma in JKK Sampoorani ammal polytechnic college (1997-2000). When he scored 100/100 in Maths -M2 paper during 1st year diploma some of his friends who had backlogs in the same subject sought help from him. He started teaching in a small room with a drawing board which was painted black and used as a black board. The next year he trained his juniors and made it as a practice. He completed Diploma in Electrical and Electronics with 96% of Marks.

He did his Under Graduate B.E Electrical and Electronics in one of the well renowned Govt. associated college IRTT(Institute of Road and Transport Technology, Erode(2000-2003). He did his Post Graduation in Power Electronics at Government College of Technology, Coimbatore (2004-2006). During that period he started “ECEC Education” training center for GATE, BSNL JTO, TNPSC, TRB, TET and Banking. He has worked as professor at SNS College of technology, Coimbatore from 2008 to 2011 in ECE Department where he also played the role of Department aptitude trainer.

In the year 2011 he became the Director of GATEFORUM Coimbatore Centre. Many aspirants have qualified with 3 digit ranks and some even got into single digit ranks (All India Rank – 5, 14, 15, 39, 42, 60...etc). In the last five academic years he has been maintaining the No.1 position in GATE exam training in Coimbatore. GATEFORUM has awarded the certificate of excellence in the category of “BEST PROCESS IMPLEMENTER” in India for GATE 2015.

Apart from GATEFORUM, he also possess the franchise of UPSC/TNPSC training giant “RADIAN IAS ACADEMY”. IAS SSC ACADEMY and BANKERS LEADER which was started in 2012 is one of his own initiatives and an exclusive brand for Bank exam coaching. More than 1000 candidates have qualified Govt exams from this center.





The agenda of the program was delivered by HOD - Mech, Dr .I. Rajendran. He introduced the two chief guests with a brief note and the students of MCET welcomed them with the bouquets.

The two experts were Mr. Prasanna Krishna from Career Zone, Coimbatore and Mr.A.Saravanakumaran from GATE forum. Mr. Prasanna Krishna started his presentation about study higher education in abroad. It contained various aspects of Higher Studies in different countries, quality of education, top universities and entrance exams like GRE, GMAT, IELTS, TOFEL. It was followed by the second guest speaker Mr.A.Saravanakumaran and he talked about his exposure and awareness on GATE exams and PSUs. It was continued by different competitive exams, training institutes and job opportunities in India.

In the afternoon session a panel discussion was held at new seminar hall. Many students from different departments got their doubts clarified about GATE, competitive exams as well as higher education abroad. The experts delivered their answers with at most patience and from their experiences.

It was followed by a feedback session. Five students from different departments shared their opinion about the session. Finally Mr. Dr. I. Rajendran presented a mementoes to the chief guests. Vote of thanks was delivered by our student Vishnu Pavithra from 3rd ECE department.

Mr. Prasanna Kumar from career zone started his presentation about higher education abroad. He explained various aspects Higher Education in different countries, the quality of education, top universities and entrance exams like GRE, GMAT, IELTS, TOFEL. He said that higher education abroad will help one to gain more skills and knowledge than studying in India and students would get international exposure. He insisted that the students must be very careful in selection of the course and selection of the country in which they are going to study. He let know the students about the scholarships available for the Indian students in abroad.



Mr. A. Saravanakumar from GATE FORUM elaborated his exposure and awareness on GATE exams and PSUs. He explained about different competitive exams, training institutes and job opportunities in India. He gave some important information about higher education in India and talked about some top ranking colleges in India. He discussed about the question patterns of various exams like GATE, bank exams, TNPSC, IFS, IFOS, UPSC, SSC, GROUP A, GROUP B, GROUP C exams. He said that the students can get scholarships by writing competitive exams and discussed about the job opportunities in both public and private sectors. He also gave some tips to prepare for the competitive examinations and helped the students by providing lots of information on competitive exams.



MOTIVATIONAL SPEECH

K E Y N O T E S P E A K E R

REPORT BY: MR.P.JOSE IN-CHARGE LANGUAGE LEARNING CENTRE



Mr. Sivakumar Palaniappan
Author- Motivational Speaker,
CEO-Mastering Minds

Mr. Sivakumar Palaniappan is an Author, Motivational Trainer, Key Note Speaker, Career Coach and Happiness Consultant. He is an Electronics Engineer by Chance and Human Engineer by Choice. He holds a degree in Electrical and Electronics Engineering with MBA in HR and Diploma in Counselling Skills. He has 12 years of experience in Engineering Design, Project Management, Program Management, and Human Resources. He has worked for many companies like Pricol, Wipro Technologies, NXP Semiconductors, Qualcomm and Robert Bosch. He is the Founder President of Coimbatore Toastmasters Club that fosters Public Speaking, Communication and Leadership Skills.

He is the founder of Mastering Mind Academy which facilitates transformation of people. He earnestly believes that, transformation is possible to great extent only through transformation of minds. Transformation of human minds is the key to integrate sense of responsibility in order to create a transformed society, fortunate future and a great nation. He believes that every human being is unique and exceptional with immense potential. Our focus is in supporting individuals to identify, nurture, build and make the best use of their knowledge, skills and abilities.

He is earnestly passionate about helping people, improving themselves, integrating meaning, purpose and happiness in their life. He offers innovative programs and transformation workshops for students, teachers, corporate professionals and general public. He offers a momentous combination of qualification, hands-on experience, international exposure, personal values, work ethics, professionalism and scientific approach of human psychology in his programs.

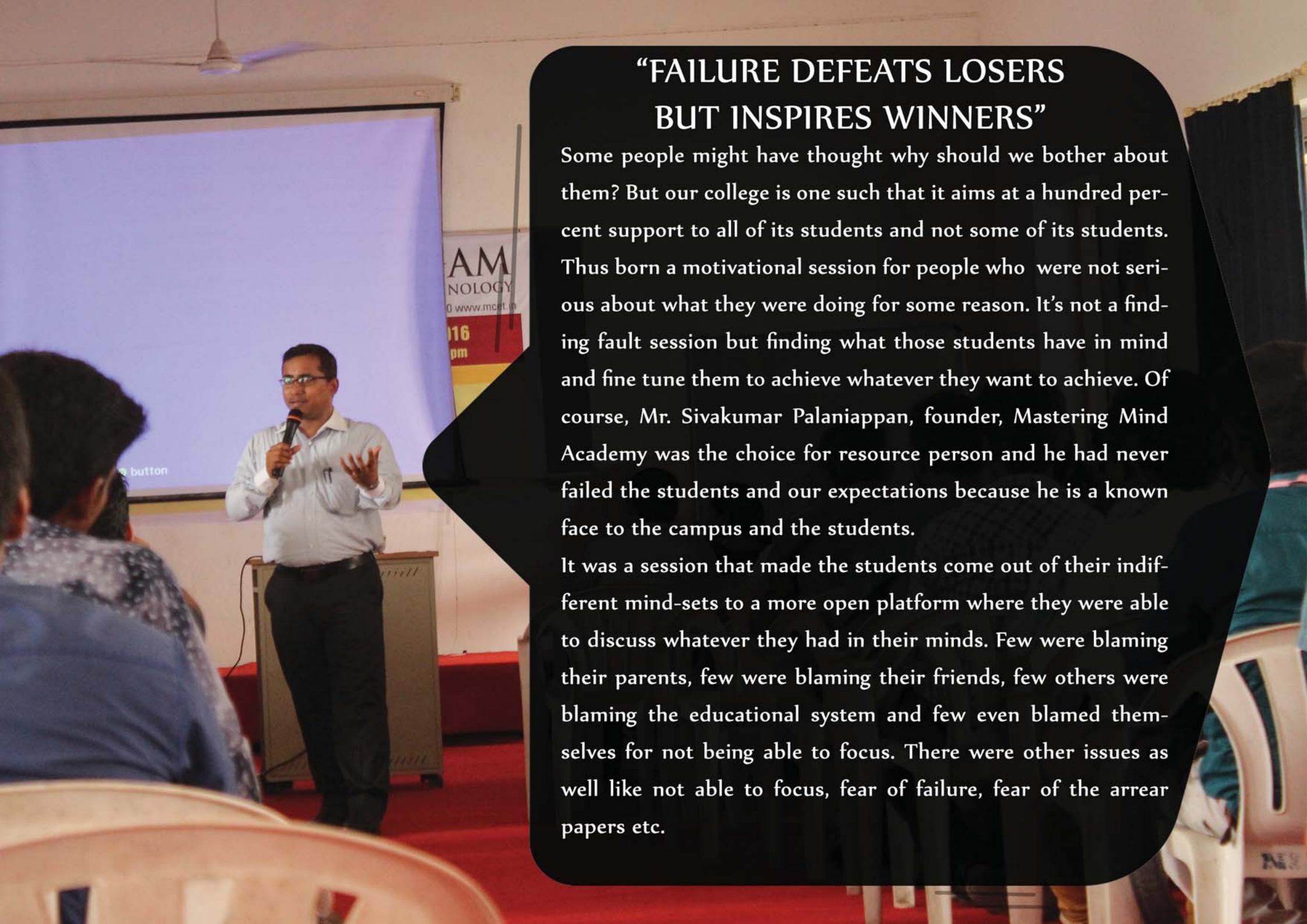
He works on the basic philosophy of
"POSITIVE PSYCHOLOGY".



“FAILURE DEFEATS LOSERS BUT INSPIRES WINNERS”

Some people might have thought why should we bother about them? But our college is one such that it aims at a hundred per cent support to all of its students and not some of its students. Thus born a motivational session for people who were not serious about what they were doing for some reason. It's not a finding fault session but finding what those students have in mind and fine tune them to achieve whatever they want to achieve. Of course, Mr. Sivakumar Palaniappan, founder, Mastering Mind Academy was the choice for resource person and he had never failed the students and our expectations because he is a known face to the campus and the students.

It was a session that made the students come out of their indifferent mind-sets to a more open platform where they were able to discuss whatever they had in their minds. Few were blaming their parents, few were blaming their friends, few others were blaming the educational system and few even blamed themselves for not being able to focus. There were other issues as well like not able to focus, fear of failure, fear of the arrear papers etc.



Mr. Sivakumar Palaniappan might not have offered a panacea for all their problems but his success lied in making the students comfortable in the first session and making them talk about their failures openly. He was one such person who always encouraged the students to embrace their abilities and fine moments that will move them forward. He made them feel very special in a way that they started feeling one with him. He brought out his failures in the subjects while he was studying and the importance of being friendly with the faculty members to get better results. He requested them to focus on getting help from faculty, friends and the management in terms of studies and studies related areas without any hesitation. He reminded them of the following quote.

“FAILURE IS THE PROOF THAT YOU TRIED. NOW GO TRY AGAIN”

He had a question answer session in the afternoon where he clarified the doubts and suggested remedial measures. Few statements that the students raised such as, “Parents are pushing us hard to score more marks” “Teachers respect only students who score more marks” “Teachers don’t respect our skills” etc. reflected the contemporary education system’s flaws and the teachers’ inability to help the students who are struggling. Mr. Sivakumar Palaniappan reiterated that scoring marks without gaining any practical exposure may not be the end of the world. Scoring marks may get you a job but to sustain in a job or to become an entrepreneur one needs to focus on practical learning. He also reminded the students that although practical exposure is good, a need for a degree during these days is really essential, and so urged them to focus on the task at hand and complete their degree successfully without worrying much about marks.

At the end of the session students walked with a sense of gratitude for the trainer, management and their parents and a resolution that they would come out in flying colours. Mr. Sivakumar Palaniappan is not a stage person but an audience person who walks down to the students and sit and talk with them. This made all the different.

“FAILURES ARE PART OF LIFE. IF YOU DON’T FAIL YOU DON’T LEARN AND IF YOU DON’T LEARN YOU DON’T CHANGE”



Dr. MAHALINGAM



COLLEGE OF ENGINEERING AND TECHNOLOGY

Enlightening Technical Minds

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