




WHATEVER BE
YOUR BRAND'S GOAL
OR OBJECTIVE,
**WE CAN TAKE IT TO
WHERE IT WANTS TO BE.**





WE ARE





We Are Media-agnostic.
We Use Our Expertise
In Through-the Line Channels
To Take Your Brand's Message
To The Right Target Audience.

**By Partnering With Those Who Are
At The Forefront Of Their Domains.**





OUR WORK





E-GREETINGS FLYERS IN-STORE POS

As 3M India's agency, we created a series of posters and EDM's to spread the magic of festive seasons across all their partners and channels. Themed conceptual greetings helped standardize and improve 3M's festive communications across the country.





COLATERAL

A gathering of 3M personal safety divisions key partners, stakeholders, and other members of the eco- system.

Location -Goa India



Get ready to
**TAKE THE
X LEAP**

Block your dates from
22nd to 24th July, 2018

Venue: Grand Hyatt, Goa
RSVP: N. R. Suraj (99000 96910)



**TAKE THE
X LEAP**
POWER OF PARTNERSHIP

**GET READY TO EXPERIENCE
THE POWER OF PARTNERSHIP!**

**ONLY 4 DAYS
TO GO**

If you haven't already packed your bags, now is the time. Only 4 days left before we see you at the **Power of Partnership** meet in Goa. Let's come together and take the X leap.

Date: 22nd to 24th July, 2018
Venue: Grand Hyatt, Goa



OFFLINE POSTERS PRINT

An on-going campaign, that aims to firmly place safety in the same mindspace as 3M personal safety division. Talking primarily to factory employees, their superiors and finally the the CEO'S





EVENT COLLATERAL COMMUNICATION

An eagerly awaited event, FUELWATCH is held every year in all Volvo Trucks global markets. Deliverables were in the form of 12+ emailers, invitation and thank you letters, onsite flags, banners and standees/posters in offices across the country.

Location - Andhra Pradesh India



GET READY

INDIA
FUELWATCH 2018
A DRIVERS' CHALLENGE

Volvo Trucks. Driving Progress



BUILT ON SAFETY

INDIA
FUELWATCH 2018
A DRIVERS' CHALLENGE

Safety has always been a core value and an extremely important aspect of Volvo trucks. The Zero Accident Vision leads the way in pioneering road safety. Since the introduction of the three-point safety belt and driver-side airbag, the company's safety legacy has been continuously built upon. The safety features introduced by Volvo have now been integrated in vehicles all over the world, making it a real gift to mankind and the transport industry.

A good and safe customer experience contributes to a better reputation for the company. This makes employment of the safest and most efficient drivers an integral part of the transport industry. The vehicles used for transportation also need to be fitted with the latest technology that supports safety, to reduce repair costs and avoid loss of business. Therefore, a high level of road safety not only reduces accidents, but also works out economically for the driver and the industry. It's always better to be safe than sorry. Safety ensures that the best accident is the one that never happens.

To know more about Volvo Trucks write to us at atmarketing@volvo.in

About Fuelwatch : <https://bit.ly/2yQf9K0>
Connect with us in : [Facebook](#) [Twitter](#) [LinkedIn](#) / Volvo Trucks India

Volvo Trucks. Driving Progress



INDIA
FUELWATCH 2018
A DRIVERS' CHALLENGE

GEAR UP FOR ACTION

India Fuelwatch is back to power the tracks with some blazing action.

The competition is designed on a global platform where professional Volvo Tipper drivers compete to drive in the best fuel-efficient manner possible.

This May and June, get ready to encourage our drivers to drive to glory and make 'Fuelwatch' a way of life.

To know more about Volvo Trucks write to us at vtmarketing@volvo.in

Volvo Trucks. Driving Progress



JOIN THE MISSION

INDIA
FUELWATCH 2018
A DRIVERS' CHALLENGE

Volvo Trucks. Driving Progress



CAMPAIGN PRINT DIGITAL

On World Environmental Day,
Volvo Trucks launched an EDM
and print campaign.

As part of Volvo's commitment to
protect the environment.

SAVE OUR SEAS. SAVE YOUR HEALTH.

The ocean's deadliest predator
We use tons of plastic in everything, from packaging items to the dashboard in your car. Massive amounts of this plastic ends up in the ocean. This is hazardous for the ocean and us, as it captures more toxins, the longer it floats. This plastic is also absorbed by marine life and enters the food chain.

What can you do?
If you wish to protect the oceans and your health, we need to end the age of throwaway plastic.

- Refuse plastic bags while shopping.
- Carry your own instead.
- Reuse water bottles and cups.
- Refrigerate leftovers in glass jars.
- Refuse plastic produce bags.

Do your part
Each of us can make an impact on ocean conservation.

By recycling one plastic bottle we reduce water pollution by 50%.

Since plastic does not biodegrade, there are ways we can help.



WORLD ENVIRONMENT DAY
JUNE 5th 2018

Volvo Trucks. Driving Progress

ENVIRONMENTAL SAFETY BEGINS WITH THE BIN

Segregate waste
Improper disposal of waste can negatively impact the environment and public safety. It is perilous to throw-away unwanted items into the trash, pour liquids down the drain, or dump materials on the ground. Disposal of waste through segregation keeps the ecosystem clean by protecting groundwater resources, sewer and waste water systems, septic tanks and drinking water sources.

The 4-stream waste station
By implementing a simple 4-stream waste station system at work and home we can accomplish the zero waste goals individually, to significantly contribute to environmental well-being.

| Food Scraps | Non-Recyclable Paper and Metal | Plastic | Solid Waste |
|---|--|--|--|
| (food waste, coffee grounds, tea bags, liquid food waste, household plants) | (paper bags, envelopes, newspaper, cardboard, paper cups, plates, napkins) | (plastic bags, bottles and cartons, candy wrappers, chips packets) | (satin ribbons, aluminium foil, metal tins and cans) |



WORLD ENVIRONMENT DAY
JUNE 5th 2018


Volvo Trucks. Driving Progress

ENVIRONMENTAL CARE - OUR NO. 1 VALUE

Volvo's commercial and environmental benefits go hand-in-hand
Environmental care has been Volvo's core value since the early 1970's. We have reduced emission of air pollutants from new trucks by 50% and decreased climate impact and fuel consumption by 40% since then. A sustainable future is our strongest mission, and all our operations and services are designed to lead the way there.

Energy efficiency is a part of our DNA
Our environmental work is focused on global warming, depleting resources, and exhaust emissions. We have made significant improvements in tackling these three issues with all our products and services.

- We are transitioning gradually to renewable fuels.
- Minimizing emissions to air and water from our product operations.
- Developing products that are close to 95% recyclable.
- Cooperating with the industrial ecosystem and communities for fuel-efficiency projects such as Fuelwatch.
- Pioneering vehicles for the environmental industry such as the Tree Transplanter that has transplanted more than 2000 trees with over 85% survival rate. The success of the Volvo Trucks Tree Transplantation Services, an indigenously developed solution has propelled other countries to consider a similar approach in other countries as well.
- Offering transport solutions like E-Straight gear that helps save fuel up to 5%.



WORLD ENVIRONMENT DAY
JUNE 5th 2018

Volvo Trucks. Driving Progress



PACKAGING WELCOME KIT

Designed to welcome new truck owners into the Volvo family, the welcome kit contains a certificate and a potted plant.





CAMPAIGN PRINT DIGITAL

Volvo celebrated 20 years in India and launched a 6 series campaign. It talked about India's future and how Volvo trucks would partner India, in her vision, with exponential growth across businesses and segments.

LOOKING BACK WITH PRIDE. MOVING AHEAD WITH CONFIDENCE.



VOLVO TRUCKS 20 YEARS
OF SHAPING THE FUTURE

In thought and action, Volvo has always been a few steps ahead of others. Thinking like a leader has driven us to set benchmarks on several fronts: product quality and safety, environmental standards, programs for the benefit of truck drivers, on-site service for trucks, higher profitability to truck owners and so on. In the process, we have transformed the entire trucking ecosystem in India. It is the contribution of every single member of the Volvo team that has made this possible. We will continue to shape tomorrow in the years to come.

Volvo Trucks. Driving Progress

GIVING WHEELS TO AN ECONOMY THAT IS GROWING AT 7.3%



VOLVO TRUCKS 20 YEARS
OF SHAPING THE FUTURE

As the world's fastest growing economy, India is witnessing robust growth in several sectors, including construction, mining and road-building. With an infrastructure-development outlay of an Rs.7 trillion, the push for growth is truly massive. And we, at Volvo, are ready to partner India in this journey to the future. Our range of robust, reliable, high-technology trucks are just what the country needs. **High-performance trucks for a high-performance future.**

Volvo Trucks. Driving Progress

SMART TRUCKS TO HELP BUILD 100 SMART CITIES.



VOLVO TRUCKS 20 YEARS
OF SHAPING THE FUTURE

India's visionary Smart Cities initiative is set to transform our cities by enhancing the quality of their infrastructure and services. This will entail a high level of construction and infrastructure-modernization, along with the application of technology and sustainable practices. And we, at Volvo, are ready to partner India in this journey to the future. Our range of robust, reliable, high-technology trucks are just what the country needs. **High-performance trucks for a high-performance future.**

Volvo Trucks. Driving Progress

DRIVING THE CONSTRUCTION INDUSTRY TOWARDS US\$ 738.5 BILLION.



VOLVO TRUCKS 20 YEARS
OF SHAPING THE FUTURE

With a leading position in construction, the Indian growth trajectory is set to reach US\$ 738.5 billion by 2025. This growth is driven by the construction industry's expansion, which is expected to reach US\$ 738.5 billion by 2025. Volvo trucks are the perfect choice for this industry, offering robust performance, reliability, and high-technology features. **High-performance trucks for a high-performance future.**

Volvo Trucks. Driving Progress

POISED TO TRANSPORT THE WORLD'S FASTEST GROWING ECONOMY INTO THE FUTURE.



VOLVO TRUCKS 20 YEARS
OF SHAPING THE FUTURE

In thought and action, Volvo has always been a few steps ahead of others. Thinking like a leader has driven us to set benchmarks on several fronts: product quality and safety, environmental standards, programs for the benefit of truck drivers, on-site service for trucks, higher profitability to truck owners and so on. In the process, we have transformed the entire trucking ecosystem in India. It is the contribution of every single member of the Volvo team that has made this possible. We will continue to shape tomorrow in the years to come.

Volvo Trucks. Driving Progress

MINING AND CONSTRUCTION HAVE A NEW BEAST ON THE PROWL.



VOLVO TRUCKS 20 YEARS
OF SHAPING THE FUTURE

The Indian mining and construction industry is set to reach US\$ 738.5 billion by 2025. This growth is driven by the mining and construction industry's expansion, which is expected to reach US\$ 738.5 billion by 2025. Volvo trucks are the perfect choice for this industry, offering robust performance, reliability, and high-technology features. **High-performance trucks for a high-performance future.**

Volvo Trucks. Driving Progress



CAMPAIGN PRINT DIGITAL

We've partnered with Amazon Kindle Direct Publishing for the longest time. In a first, Amazon KDP went ahead and invited Authors to send in their work to be reviewed by accomplished authors. The result was an amazing campaign that sent Amazon KDP's brand recognition through the roof!

**कामयाबी की ओर
आपकी उड़ान!**




amazon
PEN to PUBLISH
CONTEST

इस प्रतियोगिता में भाग लेने के काफी फायदे हैं:

आपकी ई-बुक दुनिया भर में उपलब्ध होगी। आपको किताब की बिक्री पर 70% तक की रॉयल्टी मिलेगी। आपको दिया प्रकाश दुबे जैसे प्रसिद्ध लेखक परामर्श देंगे। अगर आप फाइनल तक पहुंच गए, तो आपको एक किंडल ई-रीडर भी मिलेगा। और, जीतने पर ₹5 लाख का इनाम।

ज्युरी



अरविन सांधी
लेखक



दिव्य प्रकाश दुबे
लेखक



रश्मि बंसल
लेखिका

आप अपनी कोई भी रचना प्रकाशित कर सकते हैं - छोटी कहानियाँ (2,000 शब्द से ज्यादा), कविताएँ या उपन्यास।

प्रतियोगिता में भाग लेने के लिए:

- अपनी हिन्दी रचना को किंडल डायरेक्ट पब्लिशिंग में ई-बुक के रूप में प्रकाशित करें। रचना नई एवं स्वयं लिखित होनी चाहिए।
- 'pentopublish2018' कीवर्ड डालें।
- अपनी ई-बुक को 'KDP Select' प्रोग्राम में नामांकित करें।

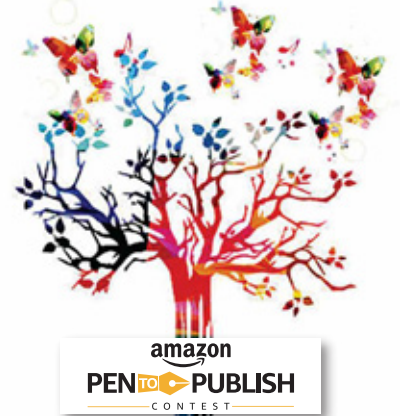
जल्दी! प्रतियोगिता फरवरी 9, 2019 तक ही।

अधिक जानकारी और भाग लेने के लिए www.amazon.in/pentopublish देखें



**Now, self-publishing
comes with a bigger reward.**

In fact, more Rs. 15 lakhs.





amazon
PEN to PUBLISH
CONTEST

The Amazon Pen to Publish Contest is a unique opportunity for you to self-publish your work and **win big**. Write and publish your original, previously-unpublished work on KDP. You can publish any work, including short stories, poems and novels in any genre.


Your work will be evaluated by famous authors like S. Ramakrishnan, Era Murugan, Ashwin Sanghi and Rashmi Bansal. If you are a finalist, you will get a **free Kindle e-reader**. And **winners** of the contest take home **more than Rs. 15 lakhs** too.

You can publish in English, Hindi or Tamil.
Hurry! Send in your entries before February 9, 2019.
For more details and to participate, visit www.amazon.in/pentopublish


To know more, visit the Kindle Direct Publishing Stall (stall details to come here) at The Hindu Lit For Life literature fest in Chennai between January 12 and 14, 2019.




Becoming a published author was never so easy!




Amazon Kindle Direct Publishing (KDP) is a free and easy self-publishing service that helps you take your book to millions of readers across the globe. In a matter of minutes. If you love to write and dream of becoming a published author, this service is for you.




Get to market fast
Publishing takes less than 5 minutes. Your book appears on Kindle stores worldwide in 24-48 hours.



Make more money
Earn up to 70% royalty on sales across the world. Enrol in KDP Select earn more money through Kindle Unlimited.



Publish in multiple languages
Publish your work in English, Tamil, Malayalam, Hindi and many other languages.

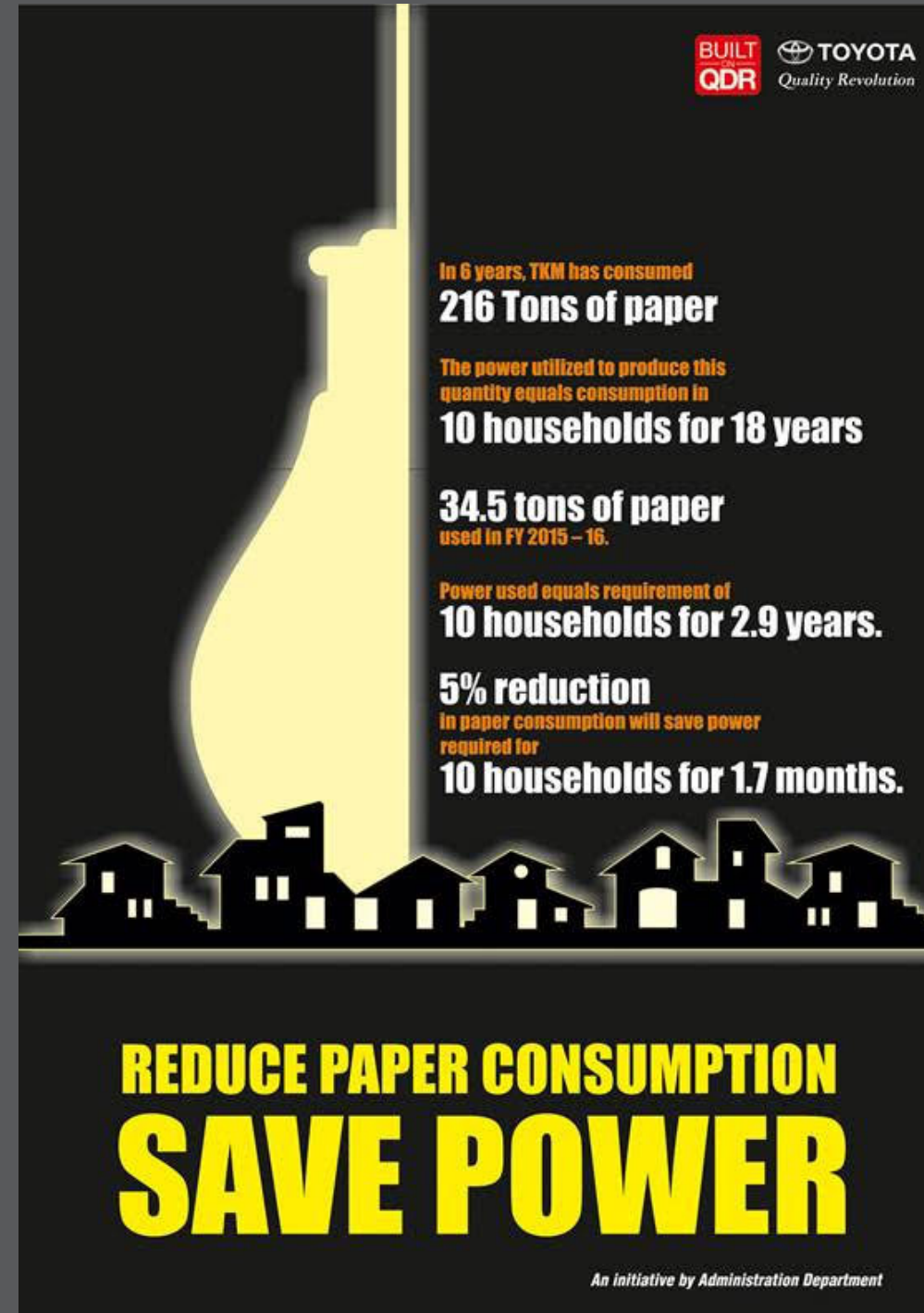


Keep control
Keep control of your rights and set your own list prices. Make changes to your books at any time.



CAMPAIGN PRINT DIGITAL

As part of their CSR initiatives, Toyota India wanted to create awareness about how much paper they had saved through their “Reduce Paper Consumption, Save Power” campaign. With a perfectly executed print campaign, we accomplished visibility for this campaign and established the green credentials of Toyota India in the market space.



NOKIA

CAMPAIGN PRINT AD

Having partnered the launch of the new wave of Nokia mobiles in India, Nokia wanted us to create some excitement around the festive season. The Nokia 3 and the Nokia 5 were promoted in this campaign which consequently saw a distinct uptick in sales. Exciting offers in co-ordination with a spectacular ground level activation campaign saw the Nokia 3 and Nokia 5 become household names across the country.

NOKIA
#UniteFor
Celebrations
New Nokia Smartphones



pure · up to date · secure ·
always with Nokia

Nokia 3 **Nokia 5**

Built to last | Shoot better selfies with 8MP front-facing camera

Scratch and Win Exciting Prizes



Maruti Swift **Royal Enfield Classic**

Assured Gifts

vodafone | Free 15 GB Data for 3 months

makeMytrip | Travel Offers Worth ₹2500

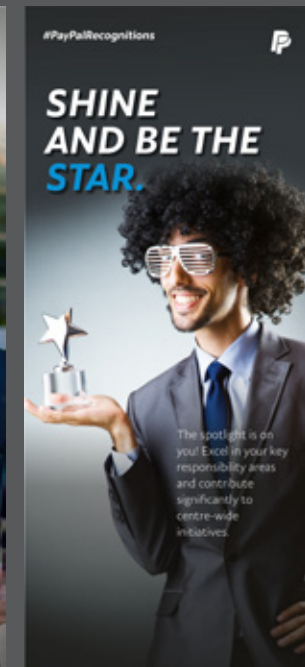
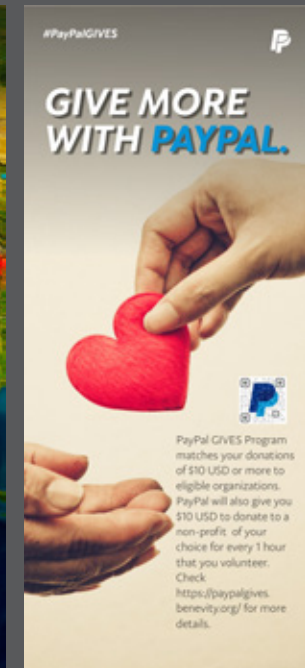
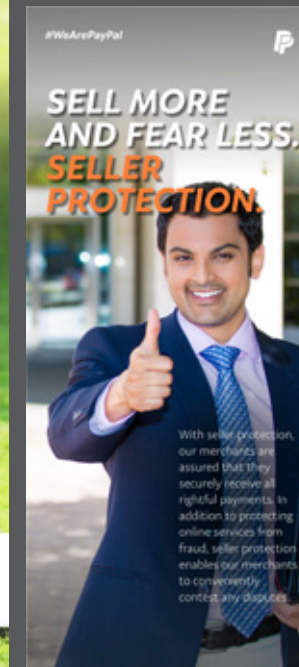
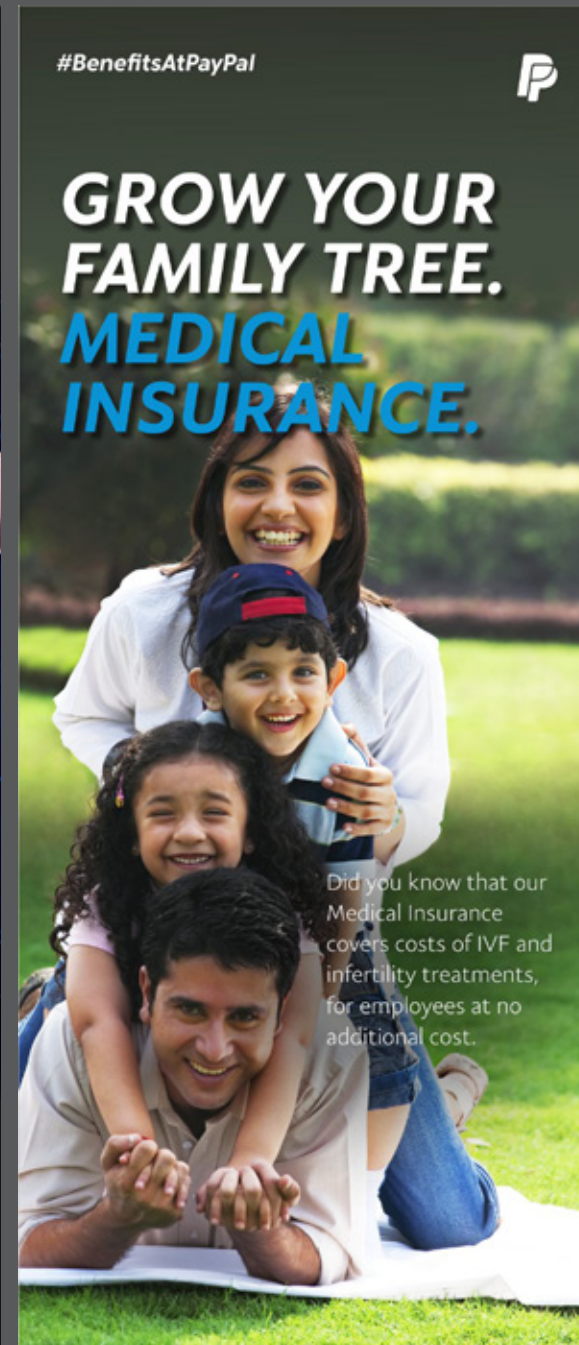
Send SMS to 307620202
*Offer valid till 23:59 hours on September 30th, 2017 only.

#Unitefor
@Nokiamobile



LIFT BRANDING

When your brand is the world's premier payments partner, you don't do it without your employees being a major priority. PayPal wanted to showcase their amazing benefits for their employees through a series of posters and internal branding elements. We created a stellar series of collateral for them that depicted each and every employee benefit the company offered. The posters were an instant hit and exist to educate employees about the benefits offered to them by PayPal to this day.





CAMPAIGN PRINT AD

As a brand Xiaomi is never one to shy away from challenging established norms. With a series of themed POS posters, Xiaomi wanted to display offers on their mobile phones across all their outlets in India. Shown here are a couple of examples of in-store posters we created for Xiaomi to help them achieve their sales targets across festive seasons.

| Redmi 6 Pro | | Redmi Note 5 Pro | | Mi A2 | | Redmi Y2 | | Redmi 6 | |
|-------------|--------------------|------------------|--------------------|-------|--------------------|----------|--------------------|---------|-------------------|
| 3+32 | ₹10,299 ₹11,499 | 4+64 | ₹13,499 ₹15,999 | 4+64 | ₹14,499 ₹17,499 | 3+32 | ₹9,299 ₹10,499 | 3+32 | ₹8,299 ₹8,999 |
| 4+64 | ₹12,499 ₹13,499 | 6+64 | ₹14,499 ₹17,999 | 6+128 | ₹16,499 ₹20,500 | 4+64 | ₹11,499 ₹13,499 | 3+64 | ₹9,299 ₹10,499 |

AXIS BANK | citibank | HDFC BANK | HSBC | ICICI Bank Credit Cards | IndusInd Bank

kotak | Standard Chartered | SBI | RBL BANK | Union Bank of India | YES BANK



PRINT AD

There are superheroes and then there are Supermoms! Mantri Square, Bengaluru conducts a Supermom contest every year to award the best moms among its walk-in's. For the fifth edition of the Bengaluru, we created an unmatched experience that was a runaway success. However, to create footfalls and drive up registrations, we had to crack a campaign to get public interest in the contest. "Because not all superheroes wear capes" was a spectacular hit that sent registrations through the roof. The event was a smashing success.

#MantriSquareSuperMom17



Moms!
Because not all
superheroes wear capes.

Every mom is a supermom and that's why we want to make Mother's day the perfect day for you!

Register to join Supermoms of Bengaluru 2017 and get a chance to win these amazing prizes.

Exciting prizes await the winners*

- WIN a Holiday in Dubai
- WIN a Holiday in Shimla / Manali
- WIN Gift Vouchers Worth ₹50,000/-

Register at Mantri Square Mall or log on to www.mantrisquare.com between 20th April & 3rd May, 2017

#1, Sampige Road, Malleshwaram, Bengaluru, Karnataka - 560003.
www.mantrisquare.com | OfficialMantriSquare | @MantriSquare | mantrisquareblr

For more Info:
Call: 9566400700
Email: mantrisquaresupermom5@gmail.com

*Terms & Conditions Apply

Partners:
Creative Solutions Gift Partner | pantalone's Fashion Partner | oplay Style Partner | indigo Radio Partner | an experience by beop

THE TIMES
OF INDIA

CAMPAIGN PRINT AD

As the go-to agency for some of the Times Of India's most high-profile events, our ATL work for them stands out as some of the most creative. Live Concert Print ads and individual event print ads are some of the creative print work we've done for TOI.

THE TIMES OF INDIA


TRAILBLAZERS

TRACING SUCCESS STORIES OF RETAIL LEGENDS

The Times of India is proud to announce the launch of its coffee table book, "Trailblazers 2018", an ode to the success stories of some of the biggest names in the retail sector of Tamil Nadu.

Join us as we celebrate the vision of eminent personalities who have been major contributors to the economy of the state.

Chief Guest:
MA FOI K PANDIARAJAN
Minister for Tamil Official Language and Tamil Culture,
Government of Tamil Nadu.



Date: 28 February, 2018 | Time: 7:00 pm onwards
Venue: Leela Palace, Chennai.

RSVP: Shameem 99628 51595 | Entry by invitation only

Sponsors: GRT, JCS, KESAR, KHAZANA, NAC, NTV, DERBY, INDIAN TERRAIN, Language, Sreeleathers, Kesar, New at Sree, PUDUVA, S.M. Silks

THE TIMES OF INDIA

GUARANTEED TO AMAZE!

@ 4TH EDITION OF

Times auto expo

DATE: 19, 20 & 21 JAN 2018 | TIME: 10AM - 8PM
VENUE: OLD PORT GROUNDS,
PUDUCHERRY

ENTRY FREE



Superbikes Display by
CHENNAI SUPERBIKERS CLUB | Stunt Battle by
KTM

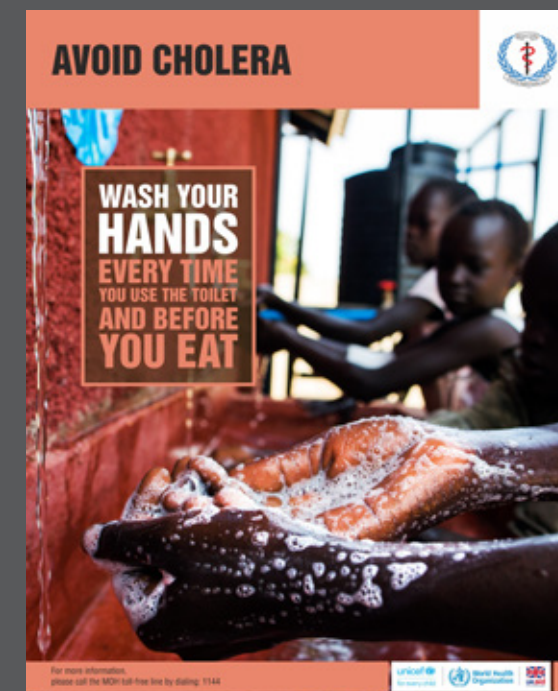
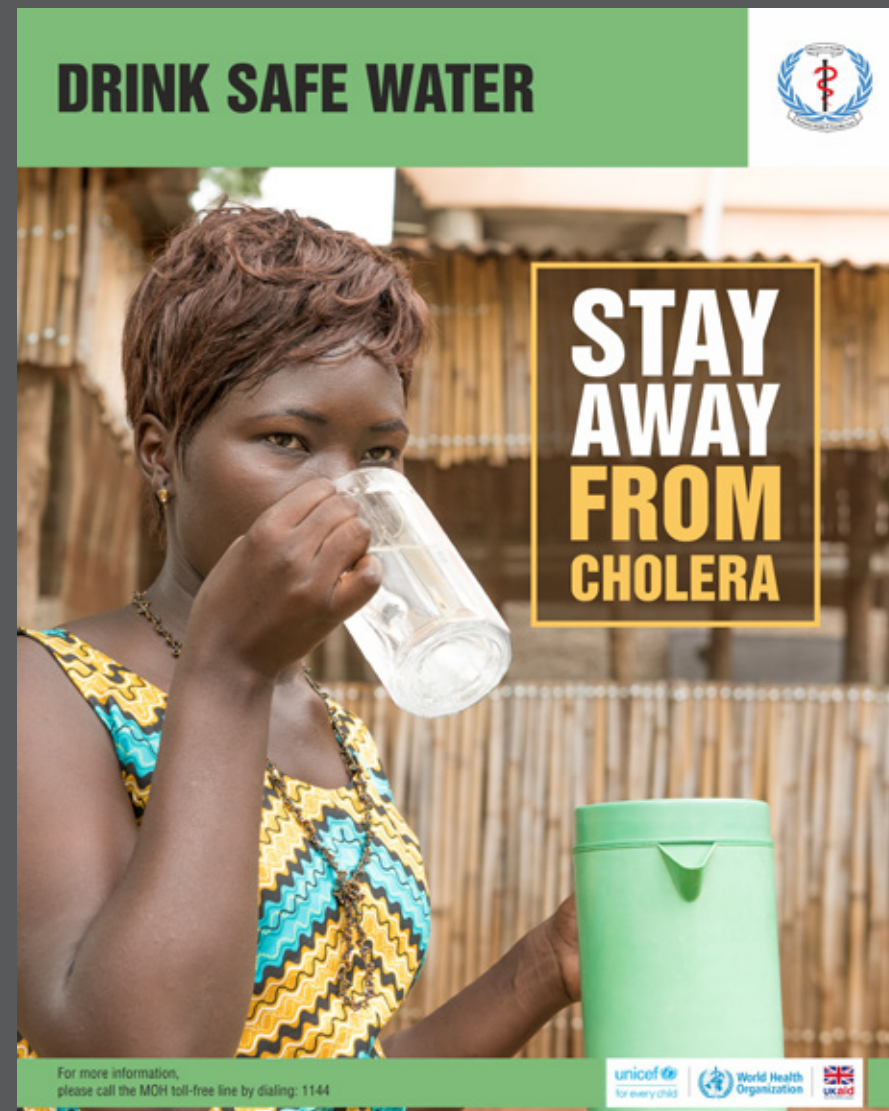
Remote Control Car Racing Competition
To Participate send your Name, Age to murali@joyrisinghobby.com or SMS 98849 60607

For Details Contact : **+91 72990 30533** Follow us on [f timesautoexpo](https://www.facebook.com/timesautoexpo)



CAMPAIGN PRINT DIGITAL

UNICEF wanted us to create a series of posters warning people during an outbreak of Cholera on how to avoid contracting the dangerous condition. With posters depicting unsafe and unhygienic conditions as well as people practising ways to keep away Cholera, we came up with a series of posters that were appreciated internationally for their brevity and reliance on imagery to drive home the message.



THE HINDU

CAMPAIGN PRINT

As one of the premier agencies of the Hindu, we have created some nice print campaigns for them. Shown here is a print ad we created for their Onam ad geared towards their advertisers. The second is a creative DM that is a hard-hitting idea targeted at a very specific audience. Apart from these, we've done more amazing work for The Hindu over the years.

• FRIDAY, AUGUST 28, 2015 •

THE HINDU

INDIA'S NATIONAL NEWSPAPER SINCE 1878

| | | | | | | | |
|-------------|-------|-----------------|--------|-------------------------------|-------|------------------------------|-------|
| AUTOMOBILES | 39% ↑ | IT / E-COMMERCE | 100% ↑ | RETAIL / JEWELLERY / CLOTHING | 31% ↑ | CONSUMER DURABLES / PRODUCTS | 56% ↑ |
|-------------|-------|-----------------|--------|-------------------------------|-------|------------------------------|-------|

GROWTH IN ADVERTISERS DURING ONAM SEASON - 2014 VS 2013*



This Onam, power your revenues ahead.

Do you want your brand to wear the crown this season? The time is here. Onam is the most extravagant festival of Kerala and with it comes happiness, enthusiastic buying and heavy discounts. It is also the ideal time to make your brand visible and go full steam on revenues. And what better way to do it than advertise with *The Hindu*, Kerala's No.1 English daily? Because of its immense reach and quality journalism, it is the most preferred newspaper among readers and advertisers.

So get ready to be on top of your game this Onam, by advertising with *The Hindu*, the largest circulated English daily in South India.

THE  HINDU **BusinessLine**

Contact the below representatives to avail special Onam package offers.

Mumbai - Suresh Krishnan - 9819229213 | Delhi - Neeru Salat - 9810340839
Bangalore - Joshua N - 9731988227 | Trivandrum - K. Kiranjoshi - 9847540456
Chennai - B. Sober Vijay - 9710911977 | Hyderabad - Ch. Venkatrathnam - 9849498774



We understand the feelings that this bottle would have triggered in you.

This is just a gentle reminder that your media plan without *The Hindu* this Onam would just be the same. Empty.

So call us now and raise a toast to celebrate the spirit of India, in God's Own Country.

Happy Onam!


THE HINDU

THE HINDU

THE DOYENS
GUARDIANS OF KNOWLEDGE

CAMPAIGN PRINT

As part of creating experiences for The Hindu, we also provide end-to-end creative solutions in getting ATL traction for their events. Showcased here are a few ads we've done for The Hindu DOYENS series and one we created for The Hindu Businessline Invest in Belgium Conclave.

THE DOYENS
GUARDIANS OF HEALTHCARE

In Association With
DEPARTMENT OF MEDICAL EDUCATION,
GOVERNMENT OF KARNATAKA

A Grand Felicitation of The Finest Healthcare Institutions of Karnataka

In an evening studded with the stars of healthcare in Karnataka, we are celebrating the success stories of institutions who have endured, succeeded and made their way to top with innovation, grit and sheer belief in their ability to transform the industry. Today, we are honoring The Doyens - Guardians of Healthcare in Karnataka.

DATE: 16 SEP, 2017 | TIME: 5:00 PM ONWARDS
VENUE: THE RITZ-CARLTON, RESIDENCY ROAD, BENGALURU.

Chief Guest: **Dr. Sharangadesh Patil**
Minister for Medical Education
Government of Karnataka

Guest of Honor: **Dr. K.R. Suresh Kumar**
Minister for Health & Family Welfare
Government of Karnataka

Key Note Speaker: **Dr. Suresh Kumar**
Secretary, Medical Council Of India

Wala & Address: **Dr. Raju C. Lokesh**
MD & CEO - The Hindu Group

Vice of The Hindu: **Dr. P.M. Subrahmanya**
Vice President - The Hindu Group

Organized by: **Alakshya Motors**

TV Partner: **newsX**

Co-Sponsored by: **Alakshya Motors**

BLUE STAR
EXCELLENCE IN EDUCATION

ON THE 12TH OF AUGUST, BLUE STAR IN ASSOCIATION WITH THE HINDU HOSTED A CONCLAVE ON EXCELLENCE IN EDUCATION IN CHENNAI BRINGING TOGETHER THE BEST MINDS IN ACADEMIA AND INDUSTRY.

The Editor of The Hindu, Mahesh Prabhakaran, started the event with a welcome note to the distinguished guests and the audience members.

Nobel Peace Laureate and Child Rights Activist, Kalshob Sanyal, delivered a moving keynote address. The enthralled audience, consisting of teachers, principals, chancellors and more, were asked to look deep within to reflect on their social responsibility and the power to bring about excellence in education. By the end of the year, Mr. Sanyal plans to launch the "100 million for 100 million" campaign - bringing together 100 million people to fight for the basic rights of 100 million children.

Stimulating three-member panel discussions followed starting with a look at the gap between education provided and industry requirements. Moderator Chitra Ravi, Founder of Chrysalis (Formerly IZ Vidya), asked - "Is the gap wider now?" Prof. K. Raju, SIM University - "Rajin, relevance and research are key to meeting the skill set requirement." Marks Sengupta, Founder of Centre for Education Strategy - "Academics should progressively assess the value add that students are getting from their education." Raju Kumar, IIM Business leader at Infosys - "Teachers need to be the biggest career counselors, not focus on creating passionate students with unique thoughts and ideas, rather than replicates."

The second panel discussion, moderated by Mr. Gervar himself, looked at Sustainability in Education and the need to view sustainability from a long term perspective. Prashant Nigudhi, Head of Sustainability at Microsoft - "We must understand the value of a shared economy model as part of a socio-economic ecosystem." Aditya Bhargava, Director of IT Madras - "Unique talents & innovative solutions in real world must be nurtured as well." Swathi Anandaraman, Director of Bharati College - "We have a long way to go before making sustainability a mission, and must view it from the perspective of the '70 generation'."

The last panel session of the day looked at the role of Digitalization in Education. Moderated by Bharat Patis, founding partner at Zingel&Sons, asked - "Can tech drive some truly worthy educational outcomes?" Dr. G. Viswanathan, Chancellor VIT University - "What values will students lose out on as a result of the digital age?" Dr. N. Venkateshwararao, Dean of Planning & Development at NASTA, University - "Digitalization could be a very powerful weapon that would need to be used effectively to harness its full potential." Dr. Mahipal Sankar Reddy, Professor IIT Madras - "I urge educational establishments to create digital platforms for enhancing that appeal to diverse learning styles."

A summary of all the salient points was succinctly narrated at the end of the event by Mr. Gervar, Director of Chrysalis (Formerly IZ Vidya). The enthusiastic support of the attendees who put forth some challenging questions made the event largely successful by raising some pertinent call to actions required by both academics and institutions to transform the system from the root level. Mr. Raju Lokesh, Managing Director & CEO of Kantar & Son Ltd. delivered the Thank You note, and concluded the event with the promise that The Hindu would be hosting more such events in the future.

Launched the book
"The Blue Star Guide to Educational Institute Accreditation"
From left to right
R. Aravindan, C.F. Mahendran, B. Thangaraj & Karan Gervar

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