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Monday  
APRIL 6, 2009  
A WEEKLY SUPPLEMENT WITH  
THE NEW INDIAN EXPRESS

education express

## ALERTS

### Chettinad University (CU), Kanchipuram

**Courses Name:** BSc (Organ Transplant Technology)

**Eligibility:** Candidates should have passed +2 examination of the HSC/CBSE/ISC or equivalent examination with the following subject combinations. Physics, Chemistry and Biology or Physics, Chemistry, Botany and Zoology (with minimum 70 percent aggregate for the above subjects for MBBS)

**Age limit:** Should have completed 17 years of age on or before 31 December 2009 for Undergraduate programs.

**How To Apply:**

Application along with prospectus can be obtained on payment of Rs 500 made through Demand Draft drawn in favour of "Chettinad Academy of Research and Education", payable at Chennai. The form can be obtained in person/through post/may be downloaded from the University website.

**Comments:** Last date for receipt of filled in applications is 20 May 2009.

**Last Date: 20-05-2009**

### Pearl Academy of Fashion (PAF), New Delhi

**Courses Name:** BA (Fashion Retail Management)

**Eligibility:** Candidate must have passed 10+2 in any discipline with 50 percent minimum marks.

**How to apply:** Application kit costing Rs 1000 (Rs 1150 by post) payable in cash or DD favouring Pearl Academy of Fashion at New Delhi is available at PAF centres, select Axis Bank Branches, Giggles [E-24, Connaught Place, New Delhi], Universal Book Seller [82, Hazratganj], Lucknow and Ebony [SCO 34-37, Sector 9D, Chandigarh]. Application forms are also available on website with online payment option.

**Comments:** Last date for submission of completed application forms is 23 May, 2009.

**Last Date: 23-05-2009**

### National School of Drama (NSD), New Delhi

**Courses Name:** Diploma in Dramatic Arts (DDA)

**Eligibility:** Graduate in any subject from a recognised University in India. Must have participated in at least six productions. Working knowledge of Hindi and English. Age Limit as on 1.7.2009 minimum 20 years maximum 30 years.

**How to apply:** For application form and prospectus in English & Hindi (bi-lingual), write to Assistant Registrar (Academic), National School of Drama, Bahawalpur House, Bhagwandas Road, New Delhi-1 with a crossed Demand Draft / Pay Order, payable at Delhi, of Rs 225 (Rupees two hundred twenty five only i.e. Rs 150 for prospectus and Rs 75 for postal charges) in favour of the Director, National School of Drama, New Delhi. Application form and prospectus will also be available from the Book Shop of National School of Drama from 23.3.2009 to 20.4.2009 on payment of cash Rs 150, between 10 am to 1pm and 2 pm to 4pm.

**Comments:** Last date for submission of completed application forms is 20 April, 2009.

**Last Date: 20-05-2009**

### Indian Maritime University (IMU), Chennai

**Courses Name:** BSc (Nautical Science)

**Eligibility:** Pass in 10 + 2 examination from a recognized Board/University with Physics, Chemistry and Mathematics with not less than 55 percent marks in PCM aggregate or BE/BTech or its equivalent degree from IIT or from a college recognized by AICTE/UGC/DEC. Should have passed with not less than 50 percent marks in English as a separate subject, at either 10th or 12th.

**How to apply:** The Prospectus can be obtained from our four campus offices and IMU on weekdays (working hours) on payment of Rs 100 in cash from 15th April 2009 or can be downloaded from www.imu.tn.nic.in. The filled in Application form (Form A) along with the requisite fee of Rs 500 (Rs 600 in case of downloaded forms) by Demand Draft drawn in favour of Indian Maritime University, payable at Chennai.

**Comments:** Last date for submission of completed application forms is 29 May, 2009.

**Last Date: 29-05-2009**



Velammal educational endeavour was started way back in 1985 with just 13 staff and 183 students. Started as a school, it has now grown to accommodate 45,000 students and 3000 staff

Entering the Velammal College of Engineering, the very first thing that you notice is the names of the various buildings. From eminent reformers to scientists, you will find all their names there.

"We give much importance to values and by naming the buildings after eminent personalities, I hope the students will get inspired," says M V Muthuramalingam, Chairman of Velammal Educational Trust.

Velammal educational endeavour was started way back in 1985 with just 13 staff and 183 students. Started as a school, it has now grown to accommodate 45,000 students and 3000 staff.

The out spoken M V Muthuramalingam was basically a civil engineer who had learned the hard way of life and doesn't have any inhibition in admitting that it was 'started as a business which is converted into charity business'.

Today Velammal educational trust have eight matriculation higher secondary schools, one CBSE school, one international school, three engineering colleges, one management college and one residential school.

"Velammal trust doesn't have any business, political or religious base. It's purely supported by students, staff and parents," says Muthuramalingam.

College has TAIFAC projects funded by government. Velammal is one among the 18 colleges in India, which is granted this programme that consists of one crore worth projects in research.

The college offers eight UG and six PG courses along with MBA and MCA. The college gives overall importance for academics, research, placements and sports.

This ambitious person from Sivagangai village—a place that he says is still not developed, gives special consideration for the economically and academically backward. "We admit all kinds of students in spite of their educational calibre. While the other schools go only for 90 percent and above, we take even the below average ones and trains them," says him. He then goes on to add that, there are no tuition fees. "We don't encourage private tuitions. There will be free tuitions for weak students after class hours."

Muthuramalingam believes in imbuing values to one's life. And it was this love for values which motivated him to name the blocks after eminent personalities from various fields like industries, scientists, freedom fighters and so on.

"We give much importance to time management—all these years, except for one programme all the rest started on time. We don't wait for the chief guest to come. They come or not, we will begin the programme on time," tells him with a no nonsense attitude.

Sports is also given importance and he



#### HIGHLIGHTS OF VELAMMAL

Gives much importance to values and hence brings in prominent speakers regularly for motivational talks.

The institute is particular about time management and has the history of starting all programmes on time.

Admits all sections irrespective of caste, religion and status. Gives much importance in training the weak.

proudly explains how his institution excels in the various sports meets.

The institution is affiliated to Anna University and has signed MoUs with international universities. Velammal International School conducts exchange programme with a Singapore school where in the students will get a 15-day exposure on the various aspects of a foreign educational institute.

The college provides 93 percent placements and two percent opt for higher studies. All students are covered under medical insurance thereby taking care of their health needs.

"We strive in giving students a peaceful future," says him and goes on to add that, "I believe a school or college is like a temple or worship place". He insists on bringing in eminent personalities from various fields regularly for motivational talks. He believes this will boost the morale as well as inspire the students to become someone great in life.

In future, he plans to open a medical college in Madurai; the work of the same is already underway.

However, there is another side of the man who runs the show. In spite of many negative vibes that goes around, he exhibits a 'I

don't care' attitude. Probably it is this, which makes him boldly say, "Pay high fees and get high quality education". He doesn't hide the fact that the institute takes high fees from students and the defence he cites is the quality of education that is being given.

He doesn't hide his preference for his brood. Those children of his family and especially his staff (who has completed five years) will get a concession of 50 and later, after five years, their education will be free.

While asking him about scholarships, he replies back. "I don't believe in scholarships for others when I cannot help my own. Many of my relatives are drivers, and farmers. If I can't help their children, why should I help others?"

For Muthuramalingam, who has been fighting against all odds from the beginning, one thing can be assured. "We take care of our students and they can feel safe," signs off him.

—Ammu Zachariah

We give much importance to values and by naming the buildings after eminent personalities, I hope the students will be inspired to become someone in life

**asci** ADMINISTRATIVE STAFF COLLEGE OF INDIA

Invites applications for  
**POST GRADUATE DIPLOMA IN HOSPITAL MANAGEMENT (2009-2011)**  
(AICTE Approved)

ASCI is a premier national institution that engages in training, education, consulting, and research with the public and private sector, and national and international organizations. Building on decades of experience and expertise in the area of management, ASCI is proud to announce the 4<sup>th</sup> Batch of PGDHM with an intake capacity of 30 seats. Students have the advantage of a sprawling campus and academically conducive infrastructure in the heart of Andhra Pradesh's capital city, Hyderabad that boasts of some of the Nation's best health care facilities. ASCI Alumni work in a wide variety of management jobs in the health care industry.

The PGDHM is a Two-year full time course comprising four semesters- three semesters of Course work followed by a six-month internship.

**ELIGIBILITY:** The programme is open to graduates, post graduates, and professionals of all fields. ASCI strongly encourages applications from candidates with demonstrated healthcare backgrounds (degrees in health care related fields and/or work experience in health care).

**SELECTION:** The selection process is competitive. All candidates must write an entrance test and participate in a group discussion and a personal interview. The selection process will be conducted in New Delhi and Hyderabad.

Date of Issue of Application forms and brochure : March 31, 2009  
The last date for receiving completed applications : April 30, 2009  
Date of Entrance examination : May 16, 2009-Delhi Centre  
: May 16, 2009-Hyderabad Centre

The programme will commence in July 2009

Applications must be submitted by 30/04/2009 with a Demand Draft for Rs.500/- in favour of "Administrative Staff College of India", payable at Hyderabad. Brochure and forms may be downloaded from www.asci.org.in or requested from:

The Programme Director, ASCI-PGDHM  
**Administrative Staff College of India**  
Centre for Management Education, Hinduja Block, Road No.3, Banjara Hills, Hyderabad - 500 034(AP)  
0091-40-23355053 / 23355058 / 23351514, Fax: 23355125 E-mail :pgdhm@asci.org.in ; Website :www.asci.org.in