



**PRESS REPORT FOR ANNUAL DAY DAKSHA: -2021 (WEDNESDAY)**

PSG Institute of Technology and Applied Research (PSG iTech) celebrated its 7<sup>th</sup> Annual Day virtually on 16<sup>th</sup> June 2021 (Wednesday). Shri. Raman Venkat, Chief Executive Officer and Chief Financial Officer, LeFiell Manufacturing Company, U.S.A participated and delivered the Chief Guest Address. Dr M.I. Abdul Aleem, Professor and Head, Dept. of Civil Engineering welcomed the gathering.

Dr G.Chandramohan, Principal, presented the Annual Report (2020-2021). During his presentation, various achievements made by the students and faculty members in academics, research, and sports were highlighted and appreciated. In his presidential address, Shri L. Gopalakrishnan, Managing Trustee, PSG & Sons' Charities, congratulated the students and faculty for the significant achievements made during the previous academic year.

During the felicitation speech, Dr PV Mohanram, Secretary, congratulated the Principal for his colourful presentation of Annual Report 2020-2021 and appreciated all the award winners, who invested their relentless efforts and their parents for their unstinted support.

Shri. Raman Venkat, Chief Financial Officer, LeFiell Manufacturing Company, U.S.A delivered the Chief Guest address. The fascinating story behind the formation of PSG & Sons' Charities was reminisced along with its noble vision for society. Various competencies and characteristics, which are important for one to become a successful professional in life, were shared with the participants as outlined below:

**People Skills:**

Participants were requested to feel happy and at ease, and establish some personal touch with every individuals, which will be useful during the interactions. It was pointed out that students need to be compassionate with their team members. They were told to understand the science behind the body language and response of people from different cultures for effective interaction with them. Also, they should welcome different approaches of people from different cultural background, which plays a pivotal element to success.

**Communication Skills:**

While explaining the role of communication skills, participants were urged to slow down, listen to the other person, and formulate their ideas to speak. The speaker emphasized that one to one setting during dialogues will be effective in reaching out to the customer. Students can be given practice on effective presentation skills and public speaking skills, which will help them to learn to express themselves clearly without an element of fear. Also, they were advised to welcome diversity of thoughts from their team members.



**Risk Management:**

Students were advised to be prepared for real-life situations, where uncertainty is the order. They have to train themselves in understanding their grey areas in business life in order to flourish. Further, they must make appropriate assumptions and provide their customers, feasible solutions rather than asking several questions. Such an approach will enable the customer to be at ease and maximise the customer management.

**Networking Skills:**

The speaker quoted that networking is about planting and nourishing relationships. Students were advised to develop interest in typical areas like sports, nature, and music etc. outside their technical domain, which will help them to bring fresh perspectives and facilitate smooth interactions during meetings. He urged the students to listen to the interviews of experts in their desired field. It will benefit immensely to understand their visions and experiences. Also, they were suggested to volunteer and get involved in organizing events in appropriate set ups. In addition, he stressed that attending internships in industries, will get a practical feel of industries.

**Lifelong Learning:**

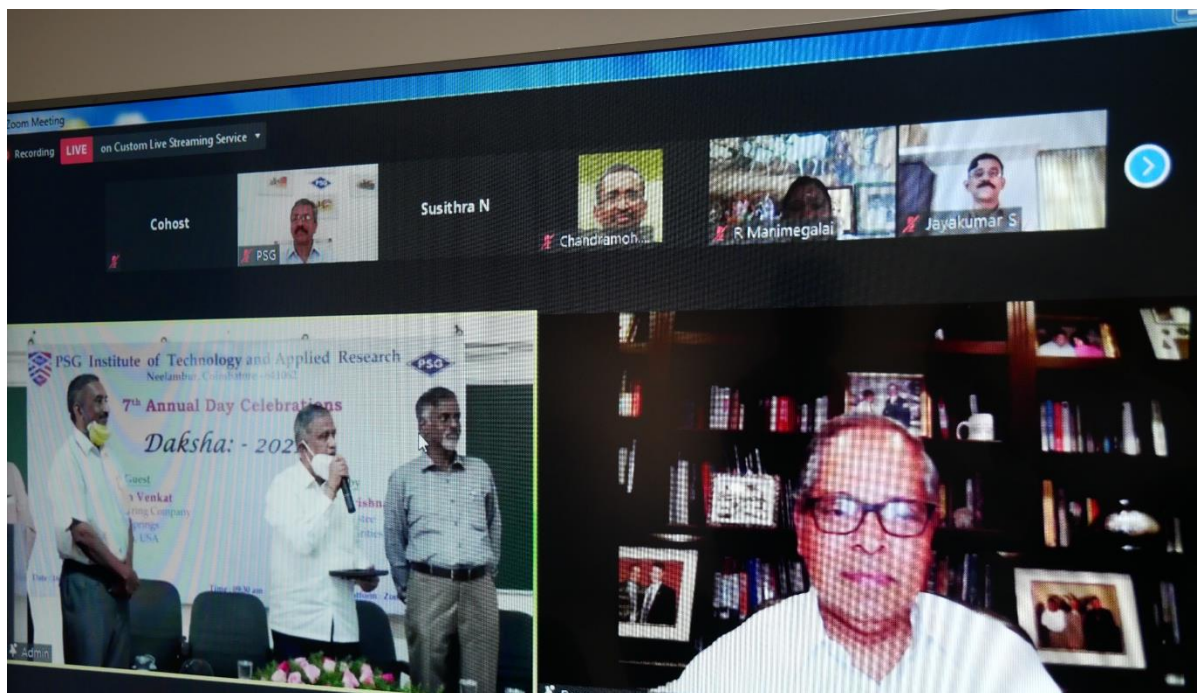
Participants were appealed to learn and build new knowledges in multi-disciplinary fields like management, finance, language, sports and literature. They were advised to work in projects which involve integration of different disciplines. In addition to these, students were also briefed about the money management, work-life balance, building character and reputation, and change factors in professional contexts.

Lastly, he thanked the management, faculty, and students and wished success in all the endeavours. PSG Venkataswamy Naidu Memorial Awards for the Best Outgoing Student were given to **Mr S Palani Karthick (B.E. Mechanical Engineering) and Ms. S Roshini Naveen (B.E. ECE)**. Also, department-wise Best Outgoing Student awards were presented.

Finally, Dr P. Vetrivelan, Dean (Students' Union) recapitulated some of the significant points shared during the session and proposed the vote of thanks. The iTech Music Club, Dance Club, Tamil Mandram, Drawing and Painting Club collaboratively organised the cultural events.



**On behalf of the management, a memento was presented to Shri. Raman Venkat, CEO and CFO, Lefiell Manufacturing Company, U.S.A. Dr.G.Chandramohan, Principal, is receiving the memento in his absentia from Dr P.V. Mohanram, Secretary.**



**Shri. Raman Venkat, Chief Executive Officer and Chief Financial Officer, LeFiell Manufacturing Company, U.S.A is addressing the participants during the 7<sup>th</sup> Annual Day Celebrations on 16<sup>th</sup> June 2021 (Wednesday)**