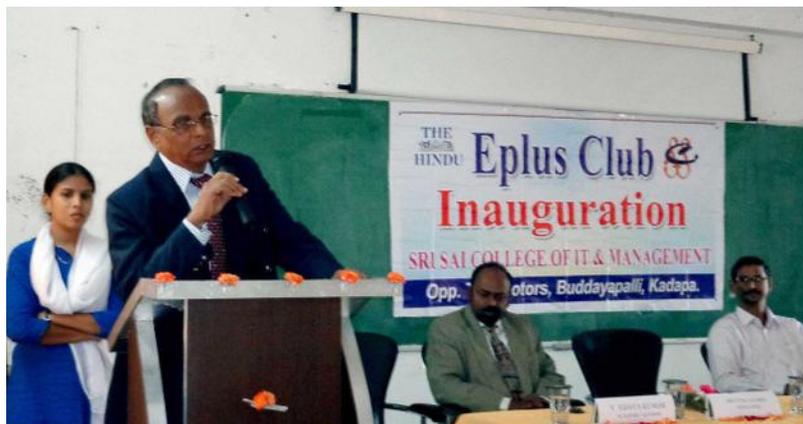


Eplus Club launched in SSCIM

- M.V. SUBRAMANYAM



A helpful platform: Corporate trainer Vyas Valmiki speaking at the launch of 'The Hindu Eplus Club'. (Right) MBA and MCA students of SSCIM are all ears at the event.



Experts underscore the need for imparting soft skills among rural youth to improve their employability in multinational firms

The Hindu Eplus Club was launched at Sri Sai College of IT & Management (SSCIM) in Kadapa with a gala function held in the SSCIM seminar hall to mark the occasion on November 15.

Vasantham Vijaya Kumar, SSCIM Academic Advisor, who retired as Head of Commerce Department in the Government Degree College for Women, lauded the initiative of *The Hindu* national daily to provide a platform for students to improve their communication and presentation skills through Eplus Clubs. Following the Eplus Club schedule regularly in letter and spirit would help students master the art of effective communication. He exhorted students to inculcate the habit of reading newspaper to improve their general awareness and English language. Self-confidence and communicative skills were found lacking among the rural youth and Eplus Club would help students hone their skills, Mr. Vijaya Kumar said.

Corporate trainer, motivator and author Vyas Valmiki underscored the need for imparting soft skills among the rural youth to improve their employability in multinational firms. He advised students to utilise the opportunity in the form of Eplus Club on campus for developing communicative skills in English.

Principal of SSCIM Mallikarjuna said the club was a good platform for acquiring excellent spoken and written skills and reiterated the need to maintain the tempo and fervour alive throughout the academic year to derive maximum benefit.

Assistant Professor of MBA Tahseen Fathima, who would act as coordinator of Eplus Club, announced that 200 students from MBA and MCA have enrolled in the club so far and 10 students among them were identified as team leaders. Ten faculty members would be mentors for carrying out the club activities on a regular basis. The groups would meet for half an hour every day to conduct the club activities, she said. MBA II year student Madhuri proposed vote of thanks.

M.V. Subramanyam,

in Kadapa

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