

In 2013 talents can no longer be hidden!! This New Year CADDZOOM offers you a chance to explore and publish your talents. We have designated a corner just for you!! Aspiring Engineers, we believe you have a passion for design. CADDZOOM makes room to express these passions. Freedom of Expression is guaranteed - No Limits! No Boundaries! CADDZOOM is accepting articles, stories, designs, cartoons, comic strips etc. Follow five simple steps and get published!!

- Step 1:** Be inspired!
- Step 2:** Design, Draw, Doodle....
- Step 3:** Ensure your work is original!
- Step 4:** Ensure it is related to your Engineering interests!
- Step 5:** Show us what you've got!! Mail it to [corpcom@caddcentre.ws](mailto:corpcom@caddcentre.ws)

We hope your submissions will reach us before the 20th of each month and that the images would be in the jpg format and articles within 250 words. We wish you all the best!



CADD CENTRE



CADDZOOM MONTHLY NEWSLETTER

your CAD / CAM highway

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FLAUNT IT!!



Book Post

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CADD Centre wins "Business Leadership" Award

CADD Centre scaled new heights in the year 2012 Franchise India recognized CADD Centre with the "Business Leadership Award."

In 2002 Franchise India awarded CADD Centre – The Best Franchisor Award in "Technical Education" category. CADD Centre has received consecutive recognition from Franchise India for its sustained efforts. We take a moment to acknowledge this award and deliberate the grounds for this success. In this context, that this issue of CADDZOOM features an interview with Mr. S. Karaidi Selvan, Managing Director-CCTS.

1. What do achievements, such as this, signify to you?

We believe that the real source of happiness or success is achievements – lasting happiness, a happiness that can be sustained is possible when achievements are repeated. However achievements and celebrations last only for nanoseconds. It is imperative therefore to look forward to new targets. We have been in the training business for 25 years, through these years we have given our utmost and we continue to strive to set new milestones.

2. What is unique about the CADD Centre Franchise Model?

CADD Centre began with the objective of imparting design skills, soon we realized that we could provide viable business opportunities. Our franchise model was uniquely designed to create a win-win situation. Our model ensures that the profit and growth are sustained, this is proven by the fact that franchise centres have continued with us for over 10 -15 years. The first franchise centre that began in December, 1995 is still a part of CADD Centre after 18 years.

3. How has CADD Centre ensured that despite its large expansion quality is not compromised?

New initiatives to ensure quality such as "Launchpad" and "Incubation" are specially designed to strengthen centres that might be facing challenges. QACS – Quality Assurance & Customer Service is another initiative to positively handle the over 70,000 feedback. We believe that quality cannot be delegated; the top management follows a hands-on approach ensuring that our entire nerve system exudes quality be it upstream or downstream.

Award Profile

The business leadership award is a Special Award presented by Franchise India. The award is selected based on the criteria: "responsible for the overall growth of a franchise system". The Award was presented at Franchise India 2012, the 10th international franchise and retail show, which held on November 3-4, 2012 at Pragati Maidan, New Delhi.

The award was received by Mr. N Subramanian, Vice President Business Development, CADD Centre Training Services Limited on behalf of CADD Centre.



“ We have given our utmost and we continue to strive to set new milestones ”

- Mr. S. Karaidi Selvan, Managing Director - CCTS

Wishing you a New year filled with...  
Peace, Prosperity and Good fortune!



Test your aptitude to become a successful professional. And win a scholarship in the process.

CADD Quest 2013 is here! And so is your opportunity to win a scholarship for CAD education. Get ready for the simple aptitude test and prepare for a successful career!

Open to all!

Avail scholarships up to 50%

Test Dates:

12 & 13, 19 & 20 Jan. 2013

All over India except Tamil Nadu, Pondy & Karnataka region

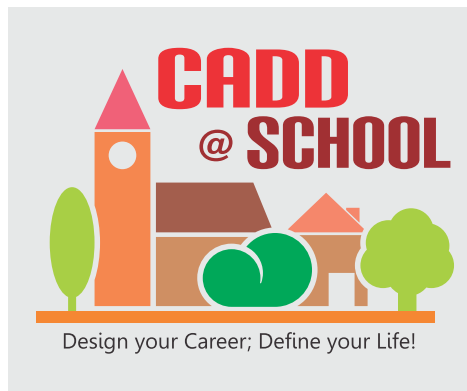
Contact your nearest centre for more details or visit [www.caddcentre.ws](http://www.caddcentre.ws)



# The year that was...

**2012**

## 01 CADD@School



The latest innovation of CADD Centre, in keeping with its vision and mission is the CADD@School initiative! CADD@School caters to engineers of the next generation – Generation Z! This Generation Z – roughly, those born between 1990 and 2000—is the most connected and diverse in history. Generation Z is a generation born into the digital age. While previous generations have had to learn technology as it was developed, you are “digital natives” because you have been raised in an environment where technology is already existing and mature. Technology to the previous generations seems like a foreign language to Generation-Z, it is their native language.

CADD@School aims at translating this familiarity with the digital world into an asset for each student. The training module ensures that the student's knowledge and



skills are streamlined giving them a competitive edge in the engineering sector. The CADD@School initiative of CADD Centre is a customized in-house CAD training program where engineering students will learn the techniques of Drafting, Designing, Analyzing and Manufacturing products effectively, in the comfort of their classrooms and at reasonable costs. Management tools and Soft skills are also taught. CADD Centre will sign MOU with the Institution and formalize the tie-up in the form of a “Certificate of Association”.

CADD Centre partner with institutes of all sizes and accreditations - engineering colleges, polytechnics, Industrial Training Institutes, and private diploma institutions - at no cost, and send our staff, trained and certified by of about 15 principal software developers including Autodesk, Bentley, Cadence, PTC, and Siemens. Presently we have tied up with – Vels University, SRM Eswari College, Agni College of Technology & ARM College of Engineering in Chennai and Narasimha Pallavan College in Kanchipuram. CADD Centre wishes to work hand-in-hand with educational institutions as it seeks to create a skilled community.

For more details please write to: [km.venkataraman@caddcentre.ws](mailto:km.venkataraman@caddcentre.ws)

## 02 SYNERGY-ECPD



Synergy School of Business Skills, a division of CADD Centre collaborated with NIS Sparta, and launched a soft skill training program; Effective Communication and Personality Development (ECPD). The program ensures that participants are



skilled in business and organizational human relations. This training module commencing from the year 2012 is aimed at enhancing the employability of graduates. Employment opportunities remain elusive despite good technical skills due to lack of communication skills. This factored in the development of the Effective Communication and Personality Development module, to ensure that the deficit between technical skills and soft skills is minimized. The participant's feedbacks attest to the effectiveness of this program. P. Vinayak said “This course has taught me to behave in a polite manner and through this course, I realized how easy life becomes when you add little bit of sophistication in your behaviour.” Anish Shankar agreed when he said “I can speak in public easily now! It is also easy to talk to new person. I also learnt to present myself more confidently.”

For more details about ECPD please write to: [k.rajeshwari@synergysbs.co.in](mailto:k.rajeshwari@synergysbs.co.in)

## 03 LIVEWIRE



This year we introduce you to LIVEWIRE, a division of CADD Centre that focuses on core areas in Electrical, Electronics, Instrumentation, Information technology and Computer Science. LIVEWIRE is structured and branched in a manner that ensures the course packages available to students are comprehensive. LIVEWIRE has broadly classified the courses into modules: Electronic Design Automation, Network Engineering, System Administration, and Project Planning and Management. The various software tools taught under these modules ensure that the students are industry ready. Electronic Design Automation provides students with the tools required to design various products with high speed and accuracy for the electronic industry. The Network Engineer module ensures that students master all facets of networking devices similarly System Administration module deals with all concepts of the operating system. The



launch of LIVEWIRE thus ensures that students now have resources that equip them for a niche industry.

For more details please write to: [info@caddcentre.ws](mailto:info@caddcentre.ws)

## 04 Emerging Trends



The Emerging Trends Seminar is an effort to ensure that students are kept up-to-date on the trend of a fast paced and ever-changing industry. These seminars were conducted in both Chennai and Bengaluru this year. Emerging Trends Seminar dealt with areas such as Product Life Cycle Management and Engineers Aspirations versus Industry Expectations. Over 1400 students, in both cities benefitted from the expertise of Industry Professionals such as Mr. Md Faiz Ahamad, Vice President and Business Head, Automotive Practice from Defiance



Technologies Limited, Mr. Dilip Sridhar, ERND Dept Manager from Brakes India Limited, Mr. Aiyappan Ramamurthi, Director, Digital Lifecycle Management from Siemens Industry Software India Pvt. Ltd, Mr. V. R. Chari, Vice Chairman of GH Induction India Pvt. Ltd. Dr. Ashok. B, Deputy Project Director, Aeronautical Development Agency, Bengaluru, Mr. Anantha Hebbale, CEO of Enphiniti Engineering Solutions Pvt. Ltd., Mr. T. Madhan, Director – Educational Sales from PTC India Pvt. Ltd. This flagship event continues to provide a platform for aspiring engineers to interact with key members of the industry without any cost to them.

## 05 CADD Quest



CADD Quest has been a part of the CADD Centre Calendar since 1997 and is now eagerly awaited. Since its inception the students of CADD Centre have continuously reaped the benefits of this innovative initiative. The year 2012 has witnessed a new and improvised version of the CADD Quest. CADD Quest is now online!! CADD Quest ensures that meritorious students do not miss out on the opportunities presented by CADD Centre; the scholarship is based purely on the performance of the students in the aptitude test. The online aptitude test makes CADD Quest even more accessible thereby increasing the participation. CADD Quest is an opportunity that shouldn't be missed. The huge number of likes on the facebook page for CADD Quest is just one of the signs of its popularity. The alumni too promote the merits of CADD Quest.

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