

5.3 READING

COMPANY PROFILES

A company profile is a formal introduction of the company with the goal of educating the reader about its products and services.

Sample <https://rcet.org.in/>

About RCET

Rohini college of Engineering and Technology (RCET) was started in the year 2012 by Shri.K.Neela Marthandan, a great Industrialist and philanthropist and now managing by his son Dr.N.NeelaVishnu. It is located at Palkulam near Anjugramam junction & Kanyakumari, the southernmost town in India. RCET is about 5 kms from the Kanyakumari railway station and 14 kms from Nagercoil junction. RCET is approved by All India Council for Technical Education (AICTE), New Delhi & affiliated to ANNA University, Chennai since 2012. The main feature of the college comprises world class infrastructure with experienced and talented faculties, excellent pass percentage, good placement records and society-oriented products/projects developed by the students.

RCET Difference

- A holistic environment with serene atmosphere and superb ambiance.
- ISO Certified institution.
- Spacious and well-designed class rooms and tutorial rooms.
- Experienced, qualified, competent and devoted faculty and skilled technical, non-technical staff.
- Industry Institute Interaction - Placement Training Programs by Industry Experts.
- Central Library equipped with 70000+ Titles of Books and Journals with internet lease connectivity for E-Library.
- 24hrs high speed WIFI Enabled Campus

- A student friendly anti ragging campus with absolute discipline and safety.
- The air-conditioned auditorium "The Grand Arena" has a capacity of 750 seating and an excellent stage to be used for all common functions / events.
- The state-of- the-art, air-conditioned Mini Seminar hall 1 with 300 seating capacity and Mini Seminar Hall 2 with 100 seating capacity.
- Excellent Sports facilities on a par with International Standards.
- High Class Communication Labs to develop language skills.

STATEMENT OF PURPOSE

A Statement of Purpose is a long essay that explains why the applicant is applying to a specific course at a specific university. SOPs are now needed throughout the application process by various universities in India and overseas. This essay summarises who you are, what you hope to become, and how prepared you are to enroll in a certain course at a university.

The essay aims to comprehend the candidate's life, the driving forces behind his or her chosen career path, and the candidate's objectives. Therefore, you should talk about the past events that have shaped your career path in a certain field where you want to advance by enrolling in a programme or institution.

It is the sole piece of your application that provides the chance to demonstrate how you are different from others in the competition. As a result, it is the key factor that determines the admission.

Sample Statement of Purpose (SOP) for UG Courses

<https://studyabroad.shiksha.com/sample-sop-for-ug-courses-applycontent1728>

As a young boy, I loved cars and dreamt of designing cars for some of the best names in the world. With excellence driving my motivations, I decided to apply to India's premier institution – the Indian Institute of Technology (IIT) and began putting in extra hours in preparation from as early as Grade IX. After tenth grade, I took admission in the non-medical

stream and enrolled in tutorials to prepare for the IITs. I was confident about my choice and knew that it was the best way forward...till destiny took me to the USA. Vacationing at my aunt's house in XYZ City, USA, I became friends with my cousin's neighbours. Discussing cars and the very joy of building these machines helped me form a steady rapport with their neighbour's son, with whom I spent hours, talking about cars and sharing information. I was surprised by his level of exposure, the easy way in which he was able to implement the learning, and his highly evolved reasoning skills.

For the first time in my life, I came to appreciate the importance of information and exposure. Learning about their education system and the importance they give to practical aspects of education really drew me to it. The fact that India, though growing technically in leaps and bounds, is still far behind the west, when it comes to the automotive engineering sector, made me rethink my decision to apply to the IITs. I realised that to work as a Design Engineer at a leading car manufacturing brand, I must have not only well-developed technical skills but also the right network, and the necessary global exposure. This convinced me that I should pursue my Bachelor's from an international institution.

To pursue this aspiration, I changed my school to switch to the CIE curriculum and worked to adapt myself to the international teaching pedagogy. Though the decision eventually resulted in me repeating about 18 months of schooling, I knew that my efforts pay rich dividends in future. Working hard, I kept my focus, and stretching myself beyond the curriculum, I participated in Science Fairs and exhibitions. A natural leader, I was handed the responsibility of coordinating and organizing various events, and I delivered exceptional results, all the while learning from varied situations. The academic achievements are, of course, visible in my grades.

Over time, I also realised that academic excellence alone was not enough. So, I began pursuing sports and games with renewed vigour. Being a skilled basketball player, I had captained my house team in my previous school, only to give it up in pursuit of my IIT dream. Now, I returned to the field, with a vengeance.

My positive attitude, leadership skills, as well as my past experience managing teams, soon won me the post of the School Sports Captain (in 2011-12). Continuing with my foray into sports, I stood fourth in a district level chess championship. Further, as a member of the school's football team (2007-09) and basketball team (2010-12), I played many state and national level tournaments. In fact, I even participated in dance competitions and won the second prize at an inter-school fest, 'Quest - 2011', at ABC School, City.

Moving on, I believe I have done my groundwork, and this course at your university would provide me with the in-depth skills I require to pursue my career ambitions. (*Mention specific skills you hope to gain*).

Post this course, I dream of graduating from your university to join an automobile major such as or Here, I will gain exposure to, which will allow me to achieve my long term goal of (*Discuss your short term and long term career goals in detail*)

A Bachelor's course in Mechanical Engineering, combined with a Master's in Automobile Engineering, from XYZ University, City, State, is my preferred choice for many reasons. (*Discuss particular aspects of the university that draws you to it, for example, the course curriculum, the skilled faculty members, facilities available and the opportunities you might receive, as specifically as possible*).

Powered by the technical expertise gained at your university, I would be able to steadily move towards designing my own dreams. (*Write a suitable concluding paragraph*).

INTERVIEW WITH PROFESSIONALS

Read the interview conversation between Arun Tiwari (AT) and Abdul Kalam (A) from their book, squaring the circle and answer the questions.

AT How did you make your mind strong?

AK: Three things are essential for one to have a strong mind. One must be a seeker of virtue; one must do things well and concentrate on what is being done and finally there has to be discernment in your conduct.

AT: You are saying three things - virtue, concentration and discernment in conduct make a mind strong?

AK: And in that order. It is fundamental to be virtuous, to have oral excellence. How does it come? Confucius taught the five virtues a person should practice every day to live a healthy and harmonious life: the virtue to benevolence, charity and humanity, the virtue of honesty, and uprightness, the virtue of knowledge. the virtue of faithfulness, and integrity, and the virtue of correct behaviour, or propriety good manners, politeness, ceremony and worship

AT: and how do I get a sense of these virtues?

AK: It is indeed very simple. All human beings are innately virtuous. Children gradually lose it as they grow up in an uncaring and bad environment. I would call virtue a sense for the dignity of human life. You must have a feeling of humanity towards others and self-esteem for yourself. A

virtuous mind is free from remorse.

AT: And how does one concentrate? There are also many distractions!

AK: Concentration is indeed the ability to direct your thinking in whatever direction you intend. Of course, there are distractions. You can always manage external distractions but the biggest and most stubborn is the distraction of your own internal resistance. If you close your eyes and

mind your breath. within minutes you would give up and open your eyes. There is a build-up of so much charge from repressed feelings inside you. Unless it is released, no high-quality work can indeed be done.

AT: Please elaborate on discernment in our conduct.

AK: Discernment is to have the right view to be able to see things and people as they are and right resolve - to be able to act according to the right view.

Choose the correct responses:

(1) Which of the following is not a virtue recommended by Confucius?

(A) kindness

(B) knowledge

(C) capacity

2) How does self-esteem help an individual

(A) it helps in building a strong society

(B) It helps in building a strong mind

(C) It helps in building good organizations

3) Which distraction is "very serious?"

(A) friends

(B) family

(C) inner self

(4) What is discernment

(A) correct perception

(B) correct attitude

(C) correct skill

(5) Answer the following questions in a sentence or two:

(I) How do we make our mind strong?

(II) How do we lose our innate virtue?

