

Students from India study at the pmTUC



At the moment, 3 students from India study at the Institute for Print and Media Technology in Chemnitz. We have met two of them for an interview. Minu Karumanthra is the first double degree student from Manipal

University. She has just arrived from India and will spend the 3rd and 4th semester of her Master's programme in Chemnitz. Chaitanya Bapat from Pune is doing the Master's programme Media Production. He already started to study in Chemnitz one year ago.

1. Why did you decide to study Media Production at Chemnitz University of Technology (CUT)?

Minu: I got the opportunity to become part of Chemnitz through the student exchange between Manipal University in India and Chemnitz University of Technology. I have enrolled for the double degree programme as CUT is one of the best universities providing Master's in printing.

Chaitanya: I had already decided to do my higher studies in Germany during my Engineering, as it is the best place for printing and mechanical engineering; and since CUT offered a course which was very much related to what I had studied in my Bachelor's, I decided to go for the Media Production course here.

2. How did you prepare your stay in Germany? Did you encounter any difficulties?

Minu: Manipal University have given directions to obtain the student visa. Since I was the first one to travel from the Department of Printing & Media Engineering, I ended up spending three months to get the temporary residence card due to lack of knowledge regarding the procedure. But counterparts from Chemnitz helped me to sort out the issue on time. Also, I attended a basic level German language course outside the university in India.

Chaitanya: Since I already knew the language it was a big plus point for me. I had also read a little bit of Germany/Chemnitz before coming here. Since a few people speak English in this part of Germany it could be a little problematic to communicate and knowing the language is a big advantage. Other than that there were no difficulties. It took a little while to adjust to the cold environment though.

3. What is your first impression of Chemnitz and of Chemnitz University of Technology?

Minu: Chemnitz is a charming place with natural beauty. The diversity of Chemnitz with its large international community attracted me a lot. CUT is conducting a lot of programmes for new students to make sure all are in the same track in a short time. I have already attended the orientation programme and I am planning to do lot more.

Chaitanya: Chemnitz is a really good place to study. It is a quiet city with not too many distractions. In the first few days Chemnitz University gave me an impression of a „Gurukul“- the traditional Indian schooling system.

4. Did you have any troubles after your arrival in Chemnitz?

Minu: I found it difficult to communicate with the mob initially as I was not good in German. My laptop and mobile were bought from India and the adapters were not compatible here. Later I sorted this out. Thanks to my friends in Chemnitz.

Chaitanya: I had no problems after my arrival here. All the formalities went of smoothly.

5. What do you expect from your study period at Chemnitz University?

Minu: I believe that I have a very good opportunity to study at CUT. I will definitely enjoy the international environment with students from all continents. I am sure I will be exposed to a greater challenging world of printing, with an opportunity to specialise in media printing, thereby opening the windows to the industrial and academic giants.

6. What do you plan to do after finishing your Master's programme? Do you intend to stay in Germany or go back to India?

Minu: Primarily, I want to concentrate on my academics during my stay; and I want to become a good German speaker. Since I am an exchange student from India, I will go back to finish my academics. However, I am open to any opportunity knocking at the door to extend my stay here.

Chaitanya: After my Master's I would like to stay in Germany and work here. I am also thinking of doing my PhD here.

7. Do you consider yourself to be integrated in the German culture? If yes/no, was it difficult/easy to integrate?

Chaitanya: The culture in Germany is very different from that of India. It feels as if you have come to a new world altogether. At first there was a little problem in adjusting to and understanding it. But one year later I can say that the saying „Live in Rome as the Romans live“ holds true. This makes it easier to integrate with the culture of the host.

SS

» Big success for first joint research project

From 23 to 25 September, the Publish Asia & IFRA Expo India 2009 took place in Chennai, India. Hosted by the society of the newspaper publishing industry WAN-IFRA, the event included a CEO Conference for senior decision makers, a Production Conference focusing on cost reductions, revenue generation and innovation, a Circulation Conference discussing the challenges of circulation management and increasing revenue yield and a CTO Conference for IT heads and system managers in news publishing houses. Not only Asian companies took the chance to network, but also the German suppliers industry had a big share in the exhibition. One of this years main attractions was the handover of the new IFRA special report number 4.2009 titled "New printing plants". In front of more than 600 people, Manfred Werfel, IFRA Research Director and Deputy CEO, handed over the report to K. Balaji, member of the IFRA South Asia Committee, which also initiated the report. The project was carried out by the pm TUC in cooperation with



Manipal University in India. The central question was, if there are standardised concepts for establishing new newspaper printing plants. The project included interviews with industry experts in India and Germany as well as case studies by ten Indian and ten German students concerning problems and standards in the newspaper industry. In summary the finding of the project is that standardised concepts are only possible concerning the question "how to plan and realise such a project". The definition of a standard printing plant concept itself is not possible, because there are too many individual factors.

The content of the report was presented by Prof. Hübler during the CEO Conference and was well recognised by the audience. The project and report show that research in international co-operations is gaining in importance in India. In the field of print media R&D Germany and especially the pmTUC play a major role. This is very important due to the fact that Indian media markets are growing rapidly. Especially the newspaper market is exploding and new printing plants are set up at many places. For this reason new business opportunities and benefits may arise for both sides. CS

News

» Scholarships for double degree Master students available

Students of Chemnitz University who decide to study the double degree Master's programme Media Production can apply for a scholarship for their stay in Manipal from February to June 2010. The scholarship covers travel expenses, costs for health insurance and provides a monthly grant.

To apply for the scholarship please send your CV, Bachelor's certificate (or current transcript of records) and a letter of motivation by 31 October 2009 at the latest to:

Chemnitz University of Technology
Institute for Print and Media Technology
Prof. Dr. Arved Hübler
Reichenhainer Str. 70
09126 Chemnitz, Germany

We will award up to 10 scholarships to double degree Master students of Chemnitz University. SS

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