



# INDIA IMMERSION PROGRAM

(26<sup>th</sup> November to 15<sup>th</sup> December 2018)

**Offers an opportunity for students abroad who wish to experience the diversity and cultural heritage of South India.**

The 3 weeks program is tailor made for winter/ summer to benefit students from abroad to experience the southern part of India by learning from lectures, visits to industries, local sightseeing and packaged tours to beautiful tourist places in south India.



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Experience Indian Culture  
Education and Heritage

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Network  
with  
Indian Students

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Lectures  
Yoga

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Factory Tour

**PSG INSTITUTE OF  
ADVANCED STUDIES**

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**PSG**  
INSTITUTE OF ADVANCED STUDIES  
*Research to Business*

## Programme Highlights:

- Theme based 1 credit courses: Optional
- 7-day tour to Kerala the God's Own Country



Kerala has a moderate climate throughout the year with warm and pleasant tropical monsoon climate with seasonally excessive rainfall. November to January offers the best season to visit the hill stations and beaches of Kerala

## Highlights:

★ Lectures ★ Yoga Training ★ Heritage and Culture ★ Science and Technology

## Visit to local attractions

### Isha Temple

The Isha Yoga Center, created as a powerful sthana (a center for inner growth), attracts people from all parts of the world and is unique in its offering of all the four major paths of yoga – gnana (knowledge), karma (action), kriya (energy), and bhakthi (devotion). The center houses the architecturally distinctive Spanda Hall and garden, a 64,000-sq. ft. meditation hall and program facility. The Yoga Center contains the Dhyanalinga, a unique and powerful energy-form sitting under a pillarless 250,000-brick dome structure as well as Theerthakund, a sacred underground water body.



### Lotus Temple

The spirit of reverence for all faiths is realized as the Lotus Temple Spread across 2.5 acres, having altars for Christianity, Hinduism, Islam, Judaism, Jainism, Taoism, Buddhism, and Sikhism. LOTUS reminds that, while God is approached by a variety of paths based on one's belief and represented through a variety of forms, the truth behind all of them is the same which also reminds Vasudheiva Kudumbakam (The whole world is a family creation of one Supreme Power).



### Walking tour: Indian markets

The bustling city of Coimbatore, despite being a commercial hub, has retained its traditional culture that can be well perceived in the local knacks found in the region. The shops here deal the best quality fabrics like light crispy cotton and soft smooth silk, hand crafted ornaments, decorative mementos etc. The most common shopping areas in Coimbatore are Raja Street, Oppanakkara Street, and Poomarket.



### Spinning mills

Economy of Coimbatore was heavily influenced by the industry and Coimbatore was known as the Manchester of South India due to its extensive textile industry, enriched by high quality cotton from surrounding cotton fields. Adding to textile industries, Coimbatore has textile research institutes like the Central Institute for Cotton Research (CICR)- Southern Regional station, South Indian Textiles Research Association (SITRA) etc. The city also houses two of the Centers of Excellences (COE) for technical textiles proposed by Government of India, namely Meditech, a medical textile research centre based at SITRA, and InduTech based at PSG College of Technology.



## Programme Fee details:

- Special price for partner Universities : USD 1000
- Early bird (on or before 31st August 2018) : USD 1200
- Beyond 1st September 2018 : USD 1300

## How to apply:

Visit our website and register online:  
[www.psgias.ac.in/](http://www.psgias.ac.in/) Registration starts from 15<sup>th</sup> April.

## About Coimbatore

Coimbatore is a city in the south Indian state of Tamil Nadu located at an altitude of 411 metres above sea level and has a pleasant climate due to the presence of forests to the north and the cool breeze blowing through the Palakkad gap in the Western Ghats. The city is well connected by Air, Rail and Road ways. It is a city of entrepreneurs with more than 10,000 small, medium and large-scale industries. Coimbatore has its own unique south Indian cuisine with rice being the staple food, but the city has joints providing most of the varieties of international cuisines.

## About PSG:

The PSG Sons' & Charities was formed in 1926 with the purpose of augmenting and strengthening education in the area, to empower the youth through education. Starting with Sarvajana school in 1924, PSG has Industrial institute, Polytechnic, College of arts and Science, College of Technology, Institute of medical science and research, Institute of management, college of nursing, College of physiotherapy, college of pharmacy, Institute of Advanced studies, public school, institute of technology and applied research in addition to various centres of excellence.

