



In Nation Building since 1926



## **NATIONAL LEVEL LOGO DESIGN CONTEST**

# **Open Competition for Designing Creative Logos to Commemorate the Centenary Year of PSG & Sons' Charities & Platinum Jubilee (75 years) of PSG College of Technology**



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# 1. Preamble – The Competition Overview

The year 2026 marks a significant milestone in the incredible journey of the **PSG & Sons' Charities** - as it commemorates its centenary while **PSG College of Technology**, a pioneer in technical education, celebrates its Platinum Jubilee in the same period. As a part of the celebrations of this incredible journey of both the Trust and the College, a public competition is being organized for designing logo(s) for **PSG & Sons' Charities** and **PSG College of Technology**.

The competition is **open to all the students across the country**, allowing students to submit their creative logo designs. Refer the following pages for a brief write-ups of the two institutions, the Guidelines of the competition, Evaluation Criteria, Prize for the competition and the documents to be submitted along with the design.

## 1.1 Key Information

- **PSG & Sons' Charities:** Established in 1926, this charity organization is a pioneer in promoting education and other community services.
- **PSG College of Technology:** Founded in 1951, with a rich legacy of nurturing talented minds, it stands tall as a leading Engineering Institution in Tamil Nadu and is a preferred choice among students seeking a world-class education.

We invite students from across India, pursuing diploma, undergraduate, postgraduate and doctoral programs, to participate in our prestigious logo design competition under two distinct contests as given below:

### ***Viruksham* : Design of Centenary Logo for PSG & Sons' Charities**

“*Viruksham*” (விருட்சம்) is a Tamil word, meaning "tree" in English, is derived from Sanskrit "vriksha". It symbolizes strength through its deep roots, charity through the shelter it provides to all and transcending across generations as its branches and roots continue to grow and support the society at large for centuries.

### ***Muthirai* : Design of Platinum Jubilee Logo for PSG College of Technology**

“*Muthirai*” (முத்திரை) is a Tamil word, it refers to a specific identification mark, like a logo or a symbol, often used to denote authenticity or ownership. It also refers to an imprint or impression left by an object, which can also be referred to as a "muthirai" in a figurative sense.

## 2. PSG & Sons' Charities – Glimpses of its Legacy

**PSG institutions** – it is a name that resonates with **excellence in education, healthcare, business and philanthropy**. To truly grasp the origins, evolution, and noble goals of this prestigious trust, one must journey back in time.

### 2.1 PSG Family - The origin

The PSG family's origin can be traced back to the 17th Century as per the recorded history of the family. The remarkable journey began on November 11, 1711, when Shri Ganga Naidu, the honored forefather of the PSG family, established a settlement on an elevated mound known as *medu* in Tamil.

### 2.2 Discovery of the land of Peelamedu

Shri Ganga Naidu had capacity, courage, patience and resourcefulness. But the secret of his success went beyond these qualities. Shri Naidu was never despaired of calamities. The refugees who landed on the mound hardly had any raw material worth the name. But Ganga Naidu knew that they had the greatest raw material of all – the human character. And that was enough for him to make an earthly paradise out of a jungle. The planned residential community was devised and promoted by Ganga Naidu. The place was named *Poolai Medu*, Mound of Poolai Flowers, in view of the fertile growth of the Poolai flowers in the region. In course of time, *Poolai Medu* became ***Peelamedu***.

Out of such human suffering and resilience, the vision of creating the Fifth Brother was born. The PSG family and many of their kind were known to have fought with their backs to the wall. Being industrious, creative and hardworking, they spared no effort to bring the soil under the till and started using mechanical aids to help agriculture. Being migrants they were not afraid to travel or meet with strangers. Trading streamed into their blood – a trait which helped them expand their empire.

### 2.3 The PSG Brothers

Successive generations of Shri Ganga Naidu carried forward the torch of philanthropy with unwavering dedication. Prominent among them was **Shri P.S. Govindaswamy Naidu**, the great grandson of Shri Ganga Naidu, who **emerged as a visionary, committed to charitable initiatives**. He took to trading in cotton and made a name for himself through his integrity, business acumen and insight. Shri P.S. Govindaswamy Naidu gave Coimbatore its

four illustrious sons, **Shri Venkataswamy Naidu, Shri Rangaswamy Naidu, Shri Ganga Naidu and Shri Narayanaswamy Naidu.**

## **2.4 The Fifth Brother**

The four sons of **Shri P.S. Govindaswamy Naidu - Shri. PSG Venkataswamy Naidu, Shri. PSG Rangaswamy Naidu, Shri. PSG Ganga Naidu and Shri. PSG Narayanaswamy Naidu** willingly and voluntarily divided their inherited ancestral properties into parts, reserving the one-fifth portion to create a charity to run the school, which hence became their fifth sibling and thus the fifth brother was born with the name, **PSG & Sons' Charities Trust.** The PSG & Sons' Charities Trust was created in 1926 with the purpose of augmenting and strengthening this village school. Besides, the Charity had a far nobler purpose of empowering the youth through education, quite an incredible vision for the essentially agrarian family from Peelamedu.

*From the inherited wealth that we got, in the name and memory of our ancestors and for their salvation, we four brothers set aside Rs. 2,01,116 (Rupees Two Lakh One Thousand One Hundred and Sixteen) worth property listed below voluntarily and with total mutual consent. Besides the amount, we also pledge that till we die, each of us would set aside one-fifth of the profits from the income we would earn from agriculture, trade and handicrafts, with the blessing of Sri Kannapiran throughout our lives."*

These words reflect the noble vision of PSG & Sons' Charities that stands as a lasting testament to their unwavering commitment to giving back to society.

The brothers who created the charity, their kin and their descendants have founded many industries and charities in the city. A few have even gone far to seek their fortunes. The fifth brother however stayed on to create **over 30 educational institutions of repute ranging from Kindergarten to Doctoral Studies across Arts, Science, Engineering, Technology, Medical, Management, Research and many more.**

The fifth brother has become the crowning glory of the PSG family and has taken education to unimaginable heights adding fame and glory to the land of Coimbatore.

When a member of the family was denied admission in one of the schools here in Coimbatore, the family went on to start the **Sarvajana School**. The Sarvajana School started out with just 170 students and seven teachers and went on to produce award-winning students and faculty. It was a proud moment for the PSG Trust when the renowned Indian poet Shri Rabindranath Tagore visited Sarvajana School in 1926 and sang "Jana Gana Mana." This historic event holds a great significance, as the song later became the National Anthem of the country.

The trust established the **PSG Industrial Institute** in 1926, a pioneering effort to bring together industry and academics. The institute was used as a wartime training center during World War II and holds the record for manufacturing the first centrifugal pump and electric motor.

Over the next two decades, the trust established a **Polytechnic college, Primary and Middle schools** in and around Coimbatore. The year 1947 was not just a landmark year in the history of India's Independence, it was also the year the trust established the PSG College of Arts and Science. The **PSG College of Arts and Science** was one of the **first in the country to be conferred with autonomy in 1978**.

The year 1951 marked a significant milestone for PSG & Sons' Charities as it celebrated its Silver Jubilee. This momentous occasion also saw the establishment of yet another academic landmark—**PSG College of Technology**. With a vision to advance technical education and industry-oriented learning, PSG Tech has since grown into one of the **most prestigious engineering institutions in the country**.

Today, PSG College of Technology enjoys a worldwide reputation with several tie-ups with prestigious universities globally. This offers students international exposure to some of the best curriculum. The faculty profile, placement track record, and the current status of the alumni are ample proof of the institute's excellence. Over the next three decades, the trust added rural health centers and a metallurgy and foundry division.

In 1985, the **PSG Institute of Medical Sciences and Research** was established during the **Diamond Jubilee** of the trust with a vision to impart medical education and provide health for all. The institute enjoys a reputation for producing some of the finest healthcare professionals. The institute is now attached to **PSG Hospitals**, which was later established in 1989. This allowed the trust to provide affordable healthcare for the needy and was also an

excellent opportunity for the medical students to understand the healthcare needs of the masses., PSG Hospitals continuously expands its infrastructure with cutting-edge and state-of- the-art medical equipment and healthcare services. It is now considered a premier cancer care hub in the state.

In the 1990s, when India was experimenting with economic liberalization, the PSG Trustees anticipated the need for management professionals. In 1994, the trust upgraded its Department of Management Studies and established the **PSG Institute of Management**. Today, it is a premier institute for management studies in the region, collaborating with globally renowned universities and institutes. In the same year, **PSG College of Nursing** was also established, with the aim of providing high quality nursing education.

**PSG College of Physiotherapy** was established as the 18<sup>th</sup> institution under the Charities in 1999 with the focus to produce dedicated and skilled physiotherapy professionals. **PSG College of Pharmacy (PSGCP)** was established in the year 2001 and is one more jewel in the crown of the PSG group. The college of Pharmacy, which has now completed 20 years of existence and commitment to excellence in Pharmacy Education. The above three paramedical institutions are located adjacent to the PSG Institute of Medical Sciences and Research.

The **PSG Institute of Technology and Applied Research (PSG iTech)** was started by the PSG and Sons' Charities in the year 2014, in keeping with its objective of further enhancing youth empowerment with quality education. The institute caters to specific engineering disciplines, focusing on learning, industry engagement of students, and ethics.

Established in 2021 with the goal of achieving excellence in architectural education, the **PSG Institute of Architecture and Planning's** pedagogy goes beyond building aesthetics. It focuses on creating thoughtful spaces with sense, soul, and character.

Inaugurated in 2022, the **PSG Convention Center** reflects the forward-thinking and innovative spirit of the PSG and Sons' Charities Trust. With its gleaming glass façade and sweeping dome, this *monolithic multi-level facility* makes a striking addition to the PSG campuses. Designed for hosting conferences, exhibitions, and cultural events, the pillar less main auditorium can accommodate over 1,500 people. The center's versatile state-of-the-art infrastructure will further the trust's vision to educate, empower, and bring people together for generations to come.

The trust went on to establish research centers, vocational training, textile institutes, and urban health centers. The trust runs a **Manavar Illam**, a home for orphaned and destitute boys who are provided free primary and higher education at the Sarvajana School and PSG Institutes. The trust also runs **Vishnugranthi**, a home for children with special needs. Here, the children are provided loving care and special education to suit their needs and abilities.

Students of PSG institutions participate in several clean-up campaigns and afforestation drives. The PSG campuses are environment-friendly zones that set fine examples for future generations to follow. The PSG Institutes will continue to play a significant role in transforming society by providing world-class education for children from the weaker sections of society. The trust will be an active player in community development projects to protect the environment by involving its faculty members. In the health sector, the trust looks forward to developing specialized departments to meet the growing healthcare needs of society.

### **Summary**

For the past 99 years, the PSG and Sons' Charities Trust has diligently adhered to its commitment to selfless service. Amidst the winds of change, it has remained true to its founding vision - "*Let there be charity, so that others can share my family's prosperity.*" Rooted in the generosity of four brothers, inspired by their father's vision of placing community above self, PSG and Sons' Charities has empowered over 500,000 students, enriching society through its more than 30 prestigious institutions, as it marches towards its centennial milestone. This exemplifies the distinguished impact and legacy of PSG & Sons' Charities.

### **2.5 Key themes to reflect in the logo:**

- **Philanthropy and Service:** Symbolize the PSG & Sons' Charities dedication to giving back to society.
- **Empowerment through Education:** Highlight the PSG & Sons' Charities role in founding premier educational institutions.
- **Sustainability and Growth:** Convey the PSG & Sons' Charities long-term commitment to societal progress and holistic development.

### 3. Glimpses of PSG College of Technology and its Excellence

In the heart of Tamil Nadu, over seven decades ago, a dream began to unfold. The first private engineering college of the region, **the pioneer in Engineering Education in Tamil Nadu, PSG college of Technology**, popularly known as **PSG Tech** - was born. Built on the passion of a few students, a handful of dedicated faculty members, and two humble departments, today it stands tall—its name synonymous with excellence, a beacon for aspiring engineers and proud alumni alike.

PSG College of Technology, founded in 1951 has been at the forefront of innovation in technical education. The **founder Principal Dr G R Damodaran** was instrumental in the planned growth of the institution from its humble beginnings in 1951 to the present status of a world-renowned technical institution. Dr. G.R. Damodaran was succeeded by a distinguished line of leaders who contributed to the growth and excellence of PSG College of Technology. Following him, Dr. R. Subbayan, Dr. K. Venkataraman, Dr. A. Shanmugasundaram, Dr. S. Subramanyan, Dr. P. Radhakrishnan, Dr. S. Vijayarangan, and Dr.R. Rudramoorthy have all served as Principals, each leaving a lasting impact on the institution's academic and administrative success. Their collective leadership has helped shape PSG Tech into a premier institution, renowned for its commitment to quality education and innovation. At present, Dr. K. Prakasan has been serving as the Principal of PSG College of Technology since 2019.

PSG College of Technology aspires to be recognized as a leader in engineering education, research, and knowledge application for society. Its mission is to provide world- class engineering education, foster research and development, evolve innovative technology applications, encourage entrepreneurship, and mold young men and women capable of assuming leadership roles for the betterment of the country.

The college was granted the **Autonomous Status by the University of Madras in 1978-79**, which allows it to frame its own curriculum, update syllabus, and introduce new courses as needed. From then on, the autonomy status has enabled the college to craft a unique educational experience, characterized by intense academic rigor, innovative pedagogy, and a commitment to staying at the forefront of engineering knowledge.

With a student strength of over 8000, the college offers 15 Engineering and Technology departments, Computer Applications, Management Sciences, Basic Sciences and Humanities. The college has **18 accredited** Under-Graduate and Post-Graduate programs with over 15 visiting faculty from renowned institutions and industries.

The college has over 500 research scholars pursuing PhD / MS / M. Tech degrees and is a recognized QIP Centre for Postgraduate and Ph.D programs. The college is proud of its alumni, many of whom are entrepreneurs and senior executives in industries both within India and abroad. The college has received numerous prestigious projects and international funding support. Several advanced centers have been established with financial support from the Ministry of Human Resources Development, Department of Science & Technology and other agencies.

The college's programmes are recognized all over India and abroad, and it maintains close interaction with several R&D Institutions and higher learning institutions through institutional network programs and collaborative research programs.

The college also has signed MoUs with research organizations and industries to promote closer interaction in technology development, student training, curriculum updates, and state-of-the-art centers.

The students, molded by the institution's comprehensive and forward-looking vision, emerge as **well-rounded professionals**, excelling in both technical expertise and soft skills.

PSG Tech takes pride in its legacy of **alumni** who have achieved remarkable success across diverse fields, including industry, academia, entrepreneurship, public service and global leadership. The college's long-standing tradition of nurturing leaders and innovators continues to inspire and guide future generations of students. With a vibrant and accomplished alumni network, PSG Tech has played a pivotal role in shaping the advancement of technology, business and society.

PSG College of Technology is widely recognized for its very strong industry connections. Numerous multinational companies across various domains actively recruit fresh talents from the institution. Graduates from PSG Tech are highly sought after by leading firms in technology, finance, manufacturing, consulting, and other sectors. This highlights the exceptional quality of education provided and the strong skill set students acquire, making them valuable assets in the global marketplace.

### 3.1 Departments Timeline

The journey of PSG College of Technology began in **1951** with the establishment of the **Electrical & Electronics Engineering department**, which now guides over 700 students across 4 programmes annually. Simultaneously, the **Mechanical Engineering department** was established, supporting over 1,000 students across 4 programmes each year. In **1953**, the college expanded with the **Civil Engineering department**, offering 2 programmes for over 350 students, thereby solidifying its foundation of engineering excellence.

The 1960s marked a vibrant era of growth for the institution. In 1965, the **Textile Technology department** began operations, cultivating the skills of over 300 students in 2 programmes. In **1968**, the college further expanded into **Metallurgical Engineering**, now offering 2 programmes for over 300 students and **Electronics and Communication Engineering**, which supports over 750 students across 3 programmes.

The 1970s ushered in a new wave of expansion and innovation. In 1971, the **MBA programme** was launched, which has since grown to serve over 800 students across two programmes. These additions in the 1970s marked a significant step forward in broadening the academic and technological horizons of the college.

PSG College of Technology recognized the importance of STEM (Science, Technology, Engineering, and Mathematics) education early on and introduced the **B.Sc. Applied Sciences program in 1971** guiding about 110 students every year. This visionary initiative aimed to provide a strong foundation in interdisciplinary scientific principles, blending theoretical knowledge with practical applications.

In **1975**, the **Production Engineering department** was launched, now guiding over 600 students across 3 programmes annually. In **1983**, the **Computer Applications department** was established, offering one programme that now shapes the skills of over 200 students annually.

PSG College of Technology pioneered the introduction of **Sandwich programs in Engineering**, launching this unique initiative in 1983 with Mechanical and Electrical branches, supported by PSG Industrial Institute. It was the **first of its kind in the country, blending academic learning with hands-on industrial experience** to bridge the gap between theory and practice. The program inaugurated by the former Education Minister Dr. Aranganayagam and former Chief Minister M.G. Ramachandran (MGR), marked a significant milestone in engineering education. This visionary approach continues to distinguish PSG as a leader in

industry-oriented learning.

The **Computer Science and Engineering (CSE) department** established in 1987, offers two **most sought- after undergraduate programmes**, attracting top-ranked students from across the state. It also offers one post graduate programme. This coveted department presently shapes the skills of around 900 students.

The 1990s marked a dynamic phase of expansion into diverse fields. **PSG Science & Technology Entrepreneurial Park (PSG STEP)** was established in 1998 with support from Department of Science & Technology, Government of India to foster innovation, entrepreneurship and startups. PSG STEP provides a dynamic ecosystem with mentorship, funding support and state-of-the-art infrastructure, enabling aspiring entrepreneurs to transform ideas into successful ventures.

In 1999, the **Automobile Engineering department** was introduced, now guiding over 300 students across 2 specialized programmes. In order to keep abreast with the phenomenal growth of the Information and Communication technology, the **Department of Information Technology** was established in the same year, which now offer one UG programme and two PG programmes with a student strength of about 550 .

In the year 2000, the **Biotechnology department** was established, now nurturing over 300 students across 2 programmes each year. The following years saw further growth with the introduction of **Biomedical Engineering and Fashion Technology** in 2006, each offering one specialized program now serving over 200 students. In 2007, the **Instrumentation and Control Engineering department** was established, serving about 300 students at present. This decade also welcomed the **Robotics and Automation Engineering department** in 2011, guiding over 200 students through this programme, reflecting the college's commitment to pioneering education in the latest technological domains.

The **Department of Applied Mathematics & Computational Sciences** was established in the year 2012 offering one undergraduate, one post graduate and four integrated M.Sc programmes, catering to the needs of about 1500 students. With a strong curriculum and expert faculty, the department equips students with strong analytical and computational skills, catering to the human resource needs of leading software industries across the globe.

In 2014, the **Department of Apparel and Fashion Design** was started offering one 5 years Integrated M.Sc Programme, guiding over 180 students.

PSG College of Technology's strong academic rigor and forward thinking visionary approach acts as a bridge between tradition and modernity, and the legacy continues to inspire future generations to achieve new milestones.

**Key Themes to reflect in the logo:**

- **Legacy and Vision:** The logo should balance PSG Tech's rich legacy in technical education (since 1951) with its forward-looking visionary approach to Innovation, research and nurturing successful entrepreneurs and global collaborations.
- **Pioneer in Technical Education:** The logo should visually represent the institution's commitment to excellence, academic rigor and industry relevance.
- **Strong Industry Connect:** The logo should celebrate its robust industrial partnerships, seamlessly bridging academia and industry.