

Access Atlantech Launches College Outreach Program

Access Atlantech Edutainment (I) Ltd, one of the leaders in integrated media education in India conducted a first of its kind workshop on E-content development for college teachers affiliated to the Madras University. This is a new initiative by a renowned university in Tamil Nadu to train the teachers on making media techniques more relevant to students.

Chennai, Tamil Nadu, November 27, 2009 /[India PRwire](#)/ -- Access Atlantech Edutainment (I) Ltd, one of the leaders in integrated media education in India conducted a first of its kind workshop on E-content development for college teachers affiliated to the Madras University. This is a new initiative by a renowned university in Tamil Nadu to train the teachers on making media techniques more relevant to students.

Around 150 teachers from colleges across Tamil Nadu and Kerala participated in this workshop. The faculty included Head of Department's, senior and junior lecturers from different streams of subject like languages, science, arts and vocational streams.

Commenting on the occasion **Dr. P.Kingsley Alfred Chandrasekhar**, Director of Academic Staff College, University of Madras said, "The staff college of Madras University has for the first time got into this kind of training for the lecturers as we feel the need of the hour is to give students an EXPERIENCE in learning. Traditional methods of teaching merged into current technological trends will make a big impact for the student community".

Mr. Rathish Babu, CEO, Access Atlantech Edutainment (I) Ltd added, "Our initiative is to empower the faculty with the right technology and tools to help them pass on right knowledge to the students. Being market leaders in the media education industry, the onus is on us to create the right ambience for a better equipped student community."

This workshop will update and impart training camps to the faculty and support them with curriculum inputs; the outcome of which is to bring about a closer integration between the theoretical academics with practical industry experience. The objective of the workshop is to make all arts & science colleges in Tamil Nadu to match the levels of IIT's, IIM's and other foreign universities in teaching methodology; thereby bridging the gap between teachers and tech savvy students and making education more interesting.

The Academic staff of The University of Madras is rated the 4th in the country. The workshop was conducted at the University of Madras campus on 23rd, 25th & 26th of November over 3 sessions, where in each session comprised of 50 teachers.

Notes to Editor

About Access Atlantech:

Access Atlantech Edutainment (I) Ltd. is a multifaceted Indian entity brewed by decades of experience and deep industry knowledge. Rightly anticipating the trend and foreseeing the demand, AAT arrived with pan India presence and tie-ups with major international players. This enabled the company to provide a new platform for aspiring minds to enrich their potential to world-class standards. AAT has gradually enhanced its presence in the major metros and it has campuses in Chennai, Mumbai, Delhi, Bangalore, Dibrugarh and student information centers at Kochi, Trivandrum and Coimbatore. AAT's strategic partners include SAE, Digidesign, Quantum College etc.

www.accessatlantech.com

About SAE:

SAE is today the world's largest media education college with a spread of over 53 campuses in 21 countries across 4 continents. Recently SAE International has shifted its headquarters from Byron Bay, Australia to a sprawling multi facility campus at Oxford, United Kingdom. SAE's students have achieved international acclaim, earning OSCAR, BAFTA, AFI and ARIA awards. In 2000, SAE was brought to India by Access Atlantech with the opening of its first campus in Chennai. www.saeindia.net

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