

Accolade recognizes creative excellence and innovation

GUST 2016 campaign wins Emerging Media Award

KUWAIT CITY, May 7: Gulf University for Science and Technology (GUST) announced today that its 2016 "How we see it" marketing campaign won the Emerging Media Award for Best Consumer Integrated Campaign in the "Visionary" Category at the 2016 Summit International Awards (SIA).

The Campaign, which launched in April 2016 and continued until September of that year, had a goal to attract students to join GUST. It featured visuals consisting of a blend of food items with elements related to the different majors offered at the university. As a result, the university saw a distinct upturn in registration numbers, and the campaign vastly



Aseel Turkait

surpassed all online Middle Eastern benchmarks set to measure campaign success.

Every year, the Summit International Awards (SIA) oversees three high-profile advertising and marketing award competitions with the aim of raising awareness of entities who have the creative and marketing artfulness to deviate from creative norms.

The Summit Emerging Media Award, administered by SIA in the US, which is the award GUST is recognized for, was developed due to the need to acknowledge celebrate creative excellence and innovation across all media platforms. This year, out of 16 companies recognized for this award across various categories,

no campaign other than that of GUST was from the Middle East, and only a handful were from outside the USA.

Achievement

Public Relations Director, Aseel Turkait, said, "We are all extremely proud of this achievement, and are grateful to everyone who supported our Department as we moved away from routine campaigns, and took bold steps to make waves in a field which is fiercely competitive and dominated by other institutions. We see this award not only as acknowledgement of our hard work, but as encouragement to continue to be creative and think outside the box."

The SIA, which is based in Port-

land, Oregon in the United States, is the oldest and most prestigious organization that administers an advertising award exclusively for firms with limited billings. Throughout its 23-year history, its Creative Award has established itself as a leading arbiter of creative and communication excellence, which uses strict evaluation criteria and a blind judging processes, and its competitions reward only those whose work exemplifies the best in its class.

Gulf University for Science and Technology began operation in 2002, in a strategic partnership with the University of Missouri - St. Louis, as the first private university

in Kuwait. It is based on an American-style model of higher education and aims to serve the increasing educational demands of Kuwait and the Gulf region. The university houses two colleges, the College of Arts & Sciences and the College of Business Administration, and hosts approximately 3,000 full-time students. GUST was ranked the number one private university in Kuwait by Quacquarelli Symonds in 2016, and holds four academic accreditations — ABET, AACSB, CEA, and ACA for its Computer Science Program, College of Business Administration, Foundation Program Unit, and Mass Communication and Media Department respectively.

AUK



AUK Board of Trustees (from left to right): Dale F. Eickelman, PhD; Meshal Ali; Dr Jawad Behbehani; Wael Abdulghafour; Sheikh Dana Al-Nasser Sabah Al-Ahmed Al-Sabah; Faisal Al-Ayyar; Dr Thomas Bartlett; Samer Khanachet.



Photos from the Student Center Inauguration and Tour

New center to reflect character of university

AUK inaugurates new Student Center

KUWAIT CITY, May 7: Founder and Chair of the American University of Kuwait (AUK), Sheikh Dana Al-Nasser Al-Sabah, officially inaugurated the University's new Student Center yesterday in a ribbon cutting ceremony that was attended by members of the Board of Trustees. The Student Center was part of AUK's campus facility upgrade plan, which was approved in 2015. The ribbon cutting was followed by a tour of the facilities.

The new center is located on

the eastern corner of the campus and offers a variety of services for students.

The four-story Student Center features recreational, athletic, administrative, and academic facilities that are aimed to cater to an array of student services and activities.

The first two floors of the building house an indoor multipurpose sport court, gymnasiums, a running track, and a student lounge, offices for clubs and organizations and the Division of Student Affairs, while the upper floors

are dedicated to administrative offices and student service centers, such as the Counseling Center, Alumni Affairs, the Writing Center, and the Tutoring Center.

"The new building is beautifully designed, with a lot of natural light coming through. It is an attractive place for students to work and interact. The moment you walk in, you realize it has been designed to reflect the character of AUK and its student-centered culture. We have hundreds of students walking through our gates

every day. We want them to arrive on campus early and stay late and enjoy learning in between," said AUK President, Tim Sullivan.

The completion of the Student Center comes as the first phase of the of the campus development plan. The second phase began in March with the construction of the new generic building, which will house state-of-the-art labs for science, engineering, art and graphic design offering cutting edge technologies and an overall enhanced learning experience.

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Latest

Continued from Page 23

Dr Vivek Hegde, Vice-Principal at the M.A. Rangoonwala College of Dentistry in Pune, India is a prolific speaker in the world of Endodontics, and conducts courses on the use of microscopes & lasers in dentistry. In addition to Endodontics, he holds a Masters Degree in Laser Dentistry from Vienna. His talks will be based on retrieval of separated instruments in the root canal complex and on the newer concepts in endodontics.

IDAK welcomes all dentists in Kuwait to register for this mega learning experience on its website, www.idakuwait.org. The symposium has been credited with 8 CME points by KIMS

in category 1. The symposium will be held at the Health Sciences Center Auditorium, Kuwait University, Jabriya from 8:30 am onwards. Do visit the website for further information.

Nanma free medical camp: Nanma Kuwait Malayalee Association is conducting free medical camp in association with Indian Doctors Forum on Friday, May 12, 2017 at 8am at Indian Community Sr School Auditorium, Salmiya. Free Consultation will available. Kindly register your name on or before April 10, 2017. For registration form and other details kindly contact any one of the following officials. Madhu Appukuttan (Convener) Mob # 66939475, Kalanjoor RadhaKrishnan (President) Mob # 66039847, Parmanam Manoj (General Secretary) Mob # 97542985, Noushad Vyttilapally (Treasurer), Mob # 51363613.

May 13
YMCA revival convention 2017:

YMCA Kuwait convention will be held on May 9 to 13, 2017 (Tuesday to Saturday) at Salmiya and Abbassiya. Renowned preacher Dr Ezekiah Francis & Rev Benita Francis will preach the Word of God. The schedule of convention is as follows: May 9 at UAE Exchange Bldg Hall, Salmiya; May 10 at Ebba Hall, Abbassiya; May 11 to 13 at United Indian School, Abbassiya. All are welcome to this program.

DAI Experience Science: Scientists from the Islamic world helped build the foundation of today's science. In biology, astronomy, chemistry, physics, optics, and math, Muslim scholars like Ibn Haythem, Ibn Hayyan, Al-Fazari, and others, made significant contributions to their fields.

Experience Science is a special programme led by "Dr B" (Dr Bahareh Azizi), who's planned some pretty cool experiments that include strawberry DNA, Oreo moon phases, and bending light! Designed for children ages 10-13,

each Experience Science 90 minute session (3:30 - 5 pm), which will be held at the Yarmouk Cultural Centre, includes a look at the role of Muslim scientists in a specific field, what's happening in that field today and a couple of hands-on experiments.

Week Six (May 13): Family Day at Amricani

To register your 10-13-year-old for this programme, please visit the museum shop at either the Yarmouk or Amricani cultural centres. Spaces are limited; to register, email: education@damuseum.org.kw

May 19
KWS annual meeting: Members of Kokan Welfare Society (KWS) - Kuwait are hereby informed that the Annual General Meeting (AGM) will be held on Friday, May 19. Nomination forms are available with the Election Commissioner Tajammul Parkar and the General Secretary Dr Rahmatullah Galsulkar. For applications and

Continued on Page 25

'Desire, will required'

AOU Training Center holds Russian language course

KUWAIT CITY, May 7: The Arab Open University Training Center held a Russian language course for beginners lectured by Dr Mohammed Issa Al-Ansari. A number of those wishing to learn the Russian language from inside and outside the university and from different age and educational levels participated in the course.

During the course, the trainer addressed a set of lessons for learning Russian letters, sounds, numbers and grammatical structures.

On the sidelines of this first level course, Dr Al-Ansari said that the course aimed to enable the participants to obtain a certain level of knowledge of Russian language skills, such as writing, reading and speaking.

He added, "Learning a new language opens up a new horizon for learners on new cultures", pointing out "learning any language is not easy, but it requires desire, will, concentration and determination, and to continue practicing what was learned in the course."

He added that the AOU Training Center is looking forward to continuing to offer different levels of Russian language courses in the future, stressing the keenness of the Center to provide the best learning opportunities for the participants in the courses organized by the Center, and to expand their knowledge and culture.

In addition, the participants expressed their admiration for what the lecturer presented and for his teaching methods used during the course.

On her part, Judd Mohammed, a student from the AOU in Kuwait, said that she joined the course to learn the principles of the Russian language to continue her studies at the Faculty of Medicine in Ukraine.



Dr Al-Ansari

Engineer Adnan Khalid said that he had a personal desire to learn the Russian language and the university's center met his desire. Sayer Al-Rashed, one of the staff of the Amiri Diwan, stressed the importance of the course in terms of his job duties and his need to learn the Russian language for communicating with others, especially the guests of the State of Kuwait from the Russian-speaking countries.

Engineer Ali Al-Shatti expressed his happiness with the course which will enable him to learn the basic principles of the Russian language, especially as he prepares to complete his higher education in one of the Russian-speaking cities in Ukraine.

Dr Nabil Riad, a surgery, said that learning Russian is a personal desire enabling him to communicate with the people of the Russian-speaking countries, and with the people in the scientific conferences and symposia in which he participates, pointing out that the Russian civilization and culture deserve attention.

'Young scientists research program'

SIF announces KCSC 2017 theme

KUWAIT CITY, May 7: Science International Forum Kuwait announced the research theme for Kuwait Children's Science Congress (KCSC)-Young Scientists Student's Research Program 2017. KCSC is organized in association with Department of Science and Technology, Govt of India to spread the concept of the method of science among children by adopting the principle of learning through doing.

Main theme: Science, Technology and Innovation for Sustainable Development

Sub Themes: 1. Natural Resource Management 2. Food and Agriculture 3. Energy 4. Health Hygiene and Nutrition 5. Lifestyles and Livelihoods 6. Disaster Management 7. Traditional Knowledge Systems

Each Indian School in Kuwait can send a maximum of four teams/projects - 2 each from the 2 announced categories.

Junior Category-Lower Group: 10 years to less than 14 years

Senior Category-Upper Group: 14 years to less than 17 years

A group of children not exceeding five, can form the team and carry out the research project with the help of school teachers, coordinators of school science clubs, experts/ activists of science based voluntary organizations, research institutes etc. as guides.

General evaluation criteria for the projects are originality of idea and concept, relevance of the project to the theme, scientific understanding of the issue, data collection, analysis,

experimentation/scientific study/validation, interpretation and problem solving attempt, team work, log book presentation and project display in exhibition booths, innovation and scope for improvement.

Team selection is done exclusively through schools. Interested candidates are requested to download the research activity guide with detailed terms and conditions, research theme description and a sample project report for your reference from our site.

The completed research projects will be exhibited and evaluated during Kuwait Children's Science Congress and Exhibition (KCSC)-2017 scheduled to be held in Kuwait in November 2017. Selected projects will undergo a mentoring program by leading Scientists from Kuwait Institute for Scientific Research (KISR) and will be submitted to Department of Science and Technology, Government of India, for considerations as entries for the participation in the National Children Science Congress. There will be no fee for participation in this program.

The exercise of project activities, as thumb rule, encourages the children to explore, think, serve and wonder and is capable to imbibe the temperament/quality/skill of the children like observation, making measurement, making comparison and contrasts, Classification, Estimation, Prediction, Interpretation, Critical thinking, Creative thinking, Drawing conclusion and Cooperative skills.



A flyer of the event.