

SIGMA COLLEGE OF ARCHITECTURE

Moododu, Anducode Post, kanyakumari District, Tamilnadu - 629168 Website: www.sicarch.com | E-mail: sigmagroup155@gmail.com Contact: 04651 - 209 039 | Mobile: +91 9443370072



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ORGANIC HUMAN SETTLEMENT EVOLUTION CONTROL AND CONSERVE

Ar. Chinnadurai. S M. Arch

Head Of The Department



Origin of the City...

A great flood in 1341 A.D. silted up Kodungallur/ Cranganore/ Muziris, which had been a major trading port from ancient times and simultaneously flushed; open the port of Kochazhi (a small sea), now Cochin. Subsequently, trade moved south from Cranganore to Cochin.

EARLY HISTORY

Early Chera Empire...

The early political history of Cochin is interlinked with that of the Chera's of the Sangatm age who ruled over large part of Kerala with their capital at Vanchi or Karur. Kerala which then formed part

MEDIEVAL PERIOD

Rise of Cochin...

Geographical and political factors brought about the exit of Perumpadappu Mooppil from Mahodayapuram and the establishment of his headquarters at Cochin early in the 15th century. The rulers of Perumpadappu Swarupam decided to shift their headquarters from Mahodayapuram to Cochin at the earliest. In the 13th and 14th centuries, the Zamorins considerably increased their political power and became the master of a vast dominion in northern and central Kerala

Cochin on the eve of Portuguese Arrival...

On the eve of the arrival of the Portuguese in Kerala, Cochin was a petty principality dependent on Calicut. The Portuguese Admiral Cabral landed at Cochin on the 24th December 1500. The ruler Unni Goda Varma seized the opportunity to free himself of the yoke of Calicut with Portuguese help Vasco Da Gama in Cochin (1502)...

A fleet of 20 ships under Vasco Da Gama was sent by the ruler to retaliate against Zamorin and establish Portuguese supremacy in the Arabian Sea. On the 7th November 1502, the Portuguese were allowed by the Raja to load their ships with merchandise.

Dutch conquest of Cochin on 7 January 1663...

The Dutch East India Company began to despatch ships to India from 1595 onwards and after many encounters with the Portuguese and their allies, they succeeded in establishing their power in several places in India.

MODERN PERIOD

Rise of the English Power...

The English, at the time of the Portuguese, had set up factories at Calicut and Cranganore in 1616 with the help of the Zamorin of Calicut. They entered into a treaty with the Portuguese, whose sway was collapsing, by which they got free access to all Portuguese ports. After this, they settled at Cochin till the Dutch capture forced them to quit the place. Before the turn of the century the International situation became quite unfavorable for the Dutch. All the Dutch living in Cochin were taken prisoners by the English and thus the historic connection of the Dutch with Cochin ended.

Post Independence & Birth of Cochin Corporation...

In 1956 the erstwhile Elamkulam Panchayat and a portion of Cheranallur Panchayat (Pachalam - Vaduthala) were amalgamated to the Ernakulam Municipality. In 1962 a portion of Palluruthy Panchayat (Mundamveli area) was amalgamated to the Mattancherry Municipality.

The idea behind the formation of Cochin Corporation was first shaped in the Mattancherry Municipal Council. The Council passed a resolution requesting the Government of Kerala, to form Cochin Corporation amalgamating the Municipalities of Ernakulam, Mattancherry and Fort Cochin. It was on the 9th July, 1960. This resolution was sent to Govt. by the Council. On behalf of the report to Govt. of Keral by Director of Local Bodies, on the 1st July 1967 the Kerala Assembly approved the formation of Cochin Corporation. The new born Corporation came into existence on 1-11-1967.

"UNCOMMON SENSE: THE LIFE AND ARCHITECTURE OF LAURIE BAKER"

Ar.R.Reghu M.Arch

Assistant Professor



Laurie Baker is open alluded to as the Gandhi of Architecture, The Father of Green structure in India and furthermore called as India's modeler for poor people. He was a Pritzker (Nobel prize of Architecture) named, British conceived modeler; who decided to live in India, alongside his Indian Doctor Wife-Mrs. Elizabeth Baker. They lived in far off Himalayan reaches and different backwoods of India, helping the neighbourhood occupants with structures and drugs, for over 20 years. "Unprecedented sense: The life and engineering of Laurie Baker", is an element film on the draftsman by his grandson - Vineet Radhakrishnan, to catch the pith of Baker, the man and his viewpoint.

The aim of the narrative is for every single one of us to become more acquainted with Laurie Baker the individual, and not simply tune in to stories about him. On watching this narrative, one is left in absolute wonder and stunningness of crafted by this extraordinary brain. Consistently Mr. Dough puncher advises us that what he achieved is not much yet is something anybody can gain from nature. He accepted that nature was the best educator, and by basically noticing nature, we could achieve such a great amount of even with restricted assets. The narrative urges us to go past the shallowness of the components of design and methods of development, to comprehend the substance of the man in the shadow of the planner. To perceive the purpose for his strategies for development and why he did as such, what social objectives he needed to accomplish through his techniques for development and the estimation of his ideas today.

The film additionally encourages us investigate his character through tales described by his dear companions, family, customers, and furthermore by draftsmen affected by his work. One additionally will observer recordings never observed of Mr. Cook himself alongside his family. The narrative portrays the different defining moments Mr. Pastry specialist had in his life and edifies us on how every specific episode affected him, His lowliness and his humankind is two highlights of his Persona that made him so regarded and loved among the individuals, to which different individuals are declarations to. From just catching wind of this great engineer, to at long last getting a brief look at what sort of individual he truly was, has an enduring impact on us. His plan belief systems are stunning and everybody has something to gain from this narrative. I emphatically prescribe all of you to watch this film and broaden the skyline of your observation.

HEAT FLOW DUE TO AIR INFILTRATION AND VENTILATION

Ar.R.Anand Godson M.Arch Assistant Professor

Infiltration refers to the leakage of outside air through door and windows openings, and through cracks and interstices around windows and doors in the living spaces. The leakage takes place due to the following factors.

- 1) Stack effect particularly in tall buildings
- 2) Wind pressure
- 3) Entry and exit of occupant affecting changes of air due to door openings.

It may be noted that there exist equal amount of exinfilteration corresponding to every infiltration. Consequently; infiltration means an exchange between the outside and inside air.

These effects have been studied in the literature. Various empire relations are available to estimating the leakage rate. Leakage rates have also been tabulated for different conditions.

In a building, in addition to maintain of temperature, humidity and air velocity, it is also important to maintain the purity of room air. So it is essential to introduce fresh air or ventilation air into the space. Ventilation air requirements have extensively been investigated and values are tabulated



TRANSPARENT PUBLIC TOILETS WITH ELECTROCHROMIC SMART GLASS





"The Tokyo Toilet Project" collaborated with sixteen architects to renovate public toilets in parks around the Shibuya District. The goal was to make people feel comfortable using public toilets, while also fostering a spirit of hospitality for the next person. Architect Shigeru Ban came up with this transparent design for the Haru-no-Ogawa Community Park and the YoyogiFukamachi Mini Park.

Public toilets around the globe have a reputation for being dark, dirty and dangerous. Tokyo recently unveiled new restrooms in two public parks that aim to address those concerns. For one thing, they are brightly lit and colorful. For another, they are transparent. This way, the logic goes, those who need to use them can check out the cleanliness and safety of the stalls without having to walk inside or touch a thing.

Japan has long experimented with toilets, resulting in lids that open and close automatically and seats that warm up. But the new stalls — designed by Shigeru Ban, the Pritzker Prize-winning architect — are made out of an opacity-changing "smart glass" that is already used in offices and other buildings to provide privacy when needed. When occupied and locked properly, the tinted glass toilets in Tokyo become frosted and opaque. When the door is unlocked, an electric current realigns the crystals in the glass to allow more light to pass through, creating a transparent effect. The toilets were presented as another futuristic and aesthetically pleasing example of the country's technological advancements.

THEOSOPHY AND ARCHITECTURE

Ar.Dhenuka M.Arch Assistant Professor

A Theosophical interpretation of the Dutch Trading Company: Mathieu Lauweriks architect of Germany in the early 1900's developed new, more organic design systems. Of utmost importance was his concept of the angular, meandering line. In his designs of that time this line pervades all forms of spatial design, from interior decorations to façades to gardens. Completely in line with Theosophy, Lauweriks' design is a combination of Eastern and Western design principles. The justification of the design is closely modelled on Sanskrit texts: it has forty slokas (stanzas in Sanskrit holy books). Lauweriks used mostly Sanskrit sources - he knew Sanskrit fluently - to justify his choice for the leading design principle, which is Kundalini-shakti, which is the cosmic power inherent to all matter.

In human beings, kundalini is symbolically expressed as a snake that rests in the hollow of the tailbone of the spine and that can be activated by chanting certain slokas during yoga meditation. It then unfolds and travels up the spine, activating chakras along the way, thus producing different stages of cosmic energy and consciousness. It is also represented by the caduceus, a rod with wings, on either side of which two snakes entwine upwards. Westerners know the caduceus mainly as a medical symbol.

Kundalini is expressed by the line. In architecture this line is represented by the perpendicular and the water-level, by columns and beams, by the bands and divisions of the floors and in different ways in the decorations. The floor, for instance, can be decorated with meanders or bands or motifs that are intertwined". In Eastern -- and especially in the Hindu and Buddhist -- architecture the line as a structural,

form-giving element is of extreme importance. A world-famous example, which was cherished by Dutch Theosophists because it stood on colonial lands in the Dutch East-Indies, is the Buddhist temple Borobudur in Java. Both the ground plan and the elevation of the temple are determined by the meandering line, which has its parallel in meditation diagrams.

entrance of the Trading In the Dutch Companythe use of Kundalini is evident: the walls are a vibrating mass of lines, intersecting each other cross-wise but forming geometrical patterns that create an optical depth within the pattern itself. There are sections in the building where lines are less geometrically designed, such basement. as the ceiling in the



The caduceus

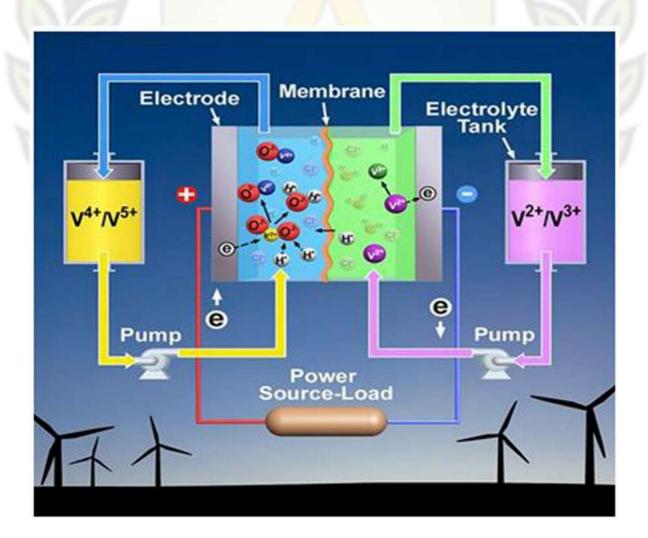


The Dutch trading company interiors.

VANADIUM REDOX-FLOW BATTERY

Er.E.M. Jenner M.E, Assistant Professor

A redox-flow battery is a sort of reversible cell. Chemical energy is produced in a redox-flow battery by various components, disintegrated in a fluid, and split by a membrane. These batteries are ideal for use and are environmental friendly. Redox-flow batteries (RFBs) are comparatively different from other batteries. They are more secure and also non-combustible. The framework has positive and negative sides. Either side will produce or get electrons that are traveling through an external circuit. The side that is getting or producing electrons changes comparable to the charge or discharge cycle. A membrane, that permits certain protons to go through, isolates the different sides. Electrons move from the positive side to the negative side when the battery is charging. This cycle is started by a voltage applied over the positive and negative sides. The electrons travel through the external circuit to the negative region, storing electrical energy during the cycle. At the point when the battery is discharging, the electrons that accumulated on the negative side move back through the circuit and are assimilated on the positive side. This cycle discharges the stored energy.



IMPACT OF WATERSHED DEVELOPMENT PROGRAMS IN TAMILNADU

Ar.M.Priyadarshini M.Arch Assistant Professor

Introduction

The concept of integrated and participatory watershed management has emerged as the cornerstone of rural development in the dry, semiarid and rain-fed regions of the world. Most watershed projects in India are implemented with the twin objectives of soil and water conservation and enhancing the livelihoods of the rural poor (Sharma and Scott 2005). A watershed is a geographical area that drains to a common point, which makes it an attractive unit and conservative unit for technical efforts to conserve soil and maximize the utilization of surface water and subsurface water for crop production.

Different types of treatment activities

- Moisture and soil and conservation measures in agricultural lands- summer ploughing and contour/field bunding.
- Drainage line treatment measures -major check dam, minor check dam, loose boulder check dam and retaining walls
- Water resources development and management
- Crop demonstration, horticulture plantation and afforestation

These efforts appear to be contributing to groundwater recharge. The aim has been to ensure the availability of drinking water, fodder and fuelwood and raise the income, and also employment opportunities for, farmers and landless laborers through improvement in agricultural production and productivity (Rao 2000). Today, the watershed development has become the main intervention for natural resource management. Watershed development programs not only protect and conserve the environment but also contribute to livelihood security.

The watershed development programs involving the entire community and natural resources influence

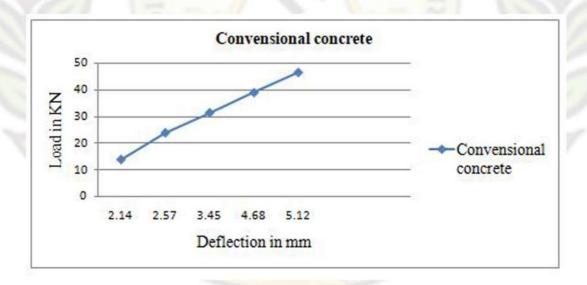
- (i) Productivity and production of crops, changes in land use and cropping pattern, adoption of modern technologies, increase in milk production, etc.,
- (ii) Attitude of the community towards project activities and their participation in different stages of the project,
- (iii) Socio-economic conditions of the people such as education, employment, energy use, income,
- (iv) Use of land, water, human and livestock resources and impact on the environment,
- (v) Development of institutions for implementation of watershed development activities, and
- (vi) Ensuring sustainability of improvements. It is thus clear that watershed development is a key to sustainable production of food, fodder, fuelwood and meaningfully addressing the social, economical and cultural conditions of the rural community.

STRENGTH AND DURABILITY PROPERTIES OF CONCRETE MADE WITH THE PARTIAL REPLACEMENT OF CEMENT BY MARBLE POWDER AND M-SAND BY SILICA SAND

Er.R.Relin Geo M.E. Assistant Professor

The deflection of beam is checked for the conventional mix (M1) and the mix made by 20% marble powder and 75% silica sand (M2). M2 shows the higher ultimate load than M1. The beam's deflection until the initiation of cracks increased and was proportional to load. On comparing the percentage variation of load at first crack and ultimate crack between the conventional concrete beam and the other beams it is found out that for M2 showed a increase of 26 % and 14.6%.

The Load Vs Mid span deflection of reinforced beam is the major criteria to study the flexural behaviour of beam. Load Vs Deflection behaviour for different percentage is shown



The maximum deflection obtained is 5.12mm due to the applied load of 46.5 kN for the conventional beam and for the beam made by 20% of marble powder and 75% of silica sand shows the deflection upto 4.43mm due to the applied load of 54.5. The deflection is reduced 1.5% for the mix M2.

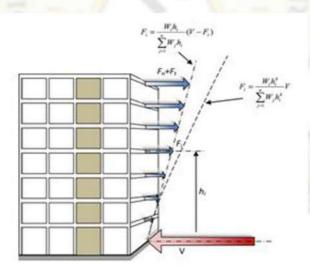
ANALYSIS FOR EARTHQUAKE RESISTANT STRUCTURES

E.M. Jerin Shibu M.E, Assistant Professor

The tall buildings are more flexible than the shorter buildings and they are sensitive to a different frequency range in the earthquake excitation. The earthquake success of tall buildings is reinforced by studies using average properties of earthquake and typical properties of tall buildings and there are no special earthquake hazards that arise simply as a consequence of height. Some of the methods used for the analysis of tall buildings are explained below.

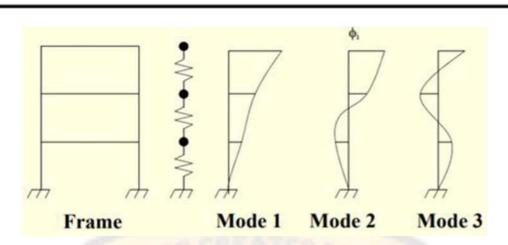
1. Equivalent Static Analysis

Equivalent static analysis is a kind of response spectrum of seismic design. It can also be defined as the forces which act on building and it represents the ground motion effect due to earthquake. In this procedure it is considered that the building responds with fundamental mode. For happening this, the building should be shorter and it should not twist significantly when movement of ground occurs. This type of analysis is used for estimating displacements of structures. For structures and individual frames this analysis is best suited. The earthquake load will be assumed as an equivalent force which is static horizontal the individual and and applied to frames.



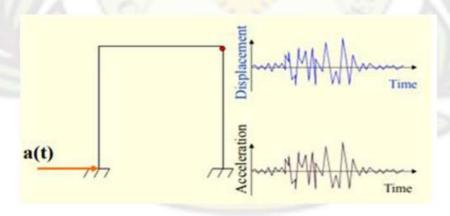
2. Response Spectrum Analysis:

Response spectrum analysis is a kind of statistical analysis which is linear-dynamic. It measures the mode of vibration and indicates the maximum seismic response of elastic structure. It depends on the theory of structural dynamics and derived from basic principles. This analysis gives acuteness into dynamic behaviour with the help of velocity, acceleration, displacement, measurement as a structural period function for a given damping level and time history. As Response spectrum analysis relates type selection of structure to dynamic performance, this is very useful for decision-making in design.



3. Linear Dynamic Analysis:

For lower seismic effects, static analysis procedure is appropriate but for higher seismic effects, higher buildings, buildings with irregularities or non-orthogonal systems, dynamic analysis procedure is used. In this process of linear dynamic analysis, the structure is analysed as a multiple degree of freedom system with viscous damping matrix and elastic stiffness matrix. Time history analysis and modal special analysis are used when analysing the seismic effects. But in these cases, the displacements and internal forces are calculated with the help of linear elastic analysis. Higher modes are considered in the linear dynamic analysis and this gives an advantage over the linear static analysis. Even so these are depends on linear elastic response and thus the application of reduces with non-linear behaviour. increment in



REAL LIFE APPLICATION OF CALCULUS

Ms.R.Maria Anushiya M.Sc Assistant Professor

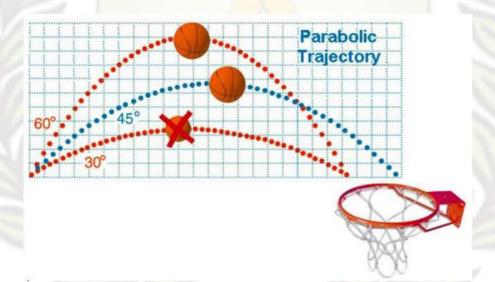
Calculus is the branch of mathematics which helps us understand changes between values that are related by a function. It deals with limits, differentiation and integration of functions of one or more variables. It is used to improve the architecture not only of buildings but also of important infrastructures such as bridges. Calculus can be utilized by architects to express design plan through graphs or drawings.

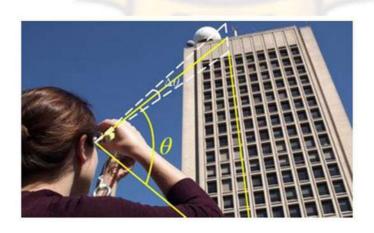
In Electrical engineering, it is used to determine the exact length of power cable needed to connect two substations, which are miles away from each other.

For example,

Calculus can be used in basket ball to find the exact arc length of a shot from the shooter's hand to the basket.

In base ball, it can be used to optimize the pitcher's throw to achieve maximum efficiency.





THE TALLEST RESIDENTIAL BUILDING IN MIAMI'S EDGEWATER NEIGHBORHOOD

Ar.K.Keerthana B.Arch Assistant Professor



Designed by Arquitectonica, Miami's most anticipated landmark dubbed Elysee has topped-off construction at fifty seven stories.

Upon its completion in 2020, the 649-foot-tall glass tower can become the tallest residential building within the Edgewater district.

Courtesy of Two Roads Development

Two Roads Development's Elysee tower is al00-unit luxury structure on the city district in Downtown Miami.

Conceived by Bernardo Fort-Brescia of Arquitectonica, the tower's style consists of a "three-tiered façade that grows larger because it ascends into the sky, making a daring, telescoping silhouette providing direct 180-degree water and town views from each residence". With a telescoping form, the building is found on the waterfront at 788 NE twenty third Street on Biscayne Bay.

Courtesy of Two Roads Development- We are terribly excited to be one step nearer to hospitable residents to their new home at Elysee, Once complete, Elysee are going to be a retreat within the center of one of the most desirable parts of Miami.

"As we have a tendency to move full steam ahead towards completion next year, we have a tendency to still have a restricted choice of premium units accessible for consumers seeking primary or secondary residences in one of Miami's fastest-growing luxury neighborhoods."

-- Philosopher Boren, Managing Partner of 2 Roads Development.

THE USE OF GEOMETRY IN ARCHITECTURE: I

Mr.P.S.Stem Edilber M.Sc,M.Phil Assistant Professor

Geometry deals with type, shape, and activity and may be an part of arithmetic wherever visual thought is dominant, each style and construction in design influence mental image, and designers perpetually use pure mathematics. Today, with the appearance of laptop software system, architects will visualize forms that transcend our everyday expertise. Some architects claim that the advanced varieties of their works have correlations with geometry, however the house we tend to expertise continues to be geometer. it's explored doable correlations that may exist between mathematical ideas of pure mathematics and therefore the employment of pure mathematics in beaux arts style from a historic perspective. When one thinks of pure mathematics, pictures that return to the mind area unit of lines, points, squares, curves, circles, and different forms. pure mathematics deals with type, shape, and activity and is that the a part of arithmetic wherever visual thought is dominant. Since visual thought may be a dominant a part of beaux arts style, pure mathematics is additionally a very important a part of design, each style and construction in design influence mental image, and designers perpetually use pure mathematics. As an issue, {geometry pure arithmetic} belongs a lot of to mathematics wherever, for over 2 thousand years, {Euclidean pure mathematics elementary geometry parabolic geometry Euclidean geometry geometry was thought of to be the sole system of geometry that might be applied to reality, throughout the nineteen th century it had been complete that there have been different doable models of pure mathematics, like spherical and hyperbolic, that might be applied to reality. There also are different descriptions of pure mathematics that have escort time, like perspective, descriptive geometry, mathematician pure mathematics, pure mathematics, differential pure mathematics, topology, geometry, etc. during this thesis, I will explore the doable correlations between mathematical ideas of pure mathematics and therefore the employment of pure mathematics beaux style

PERSONAL SPACE IN ARCHITECTURAL CONTEXT

Ar.T.JOSEPHINE SABEENA B.Arch Assistant Professor

Privacy in general is the right of individuals, groups, organization, and institutions to determine for themselves when, how and to what extent information about them is communicated to others. In a public space, there is no restriction of communication, while isolated spaces completely constrain all types of communication. In between there are intermediate levels of privacy. Space privacy is considered one of the most important types of overall privacy. People deal with the concept of space privacy with special concerns, they feel discomfort, anger and anxiety when their space privacy is exposed beyond their desires.

"According to environmental psychology, each person is realized and perceived through an invisible shelter or a series of shelters surrounding his body. The personal protective spheres, by which privacy is controlled, it may vary from person to person and from culture to culture and they hey also differ from period to period as society and social bonds which are continually transformed and reconstructed by themselves. Hall which defines four such spheres; they are intimate, personal, private and public. "According to the degrees of proximity, there are four categories of privacy with for each Intimate distance consideration of eighteen In its close phase (6 inches or less) intimate distance lends itself primarily to nonverbal communication. This is distance is usually reserved for very close friends and family. Personal distance from 11/2 to 4 feet can be thought Heba-Talla Hamdy Mahmoud/ Interior architecture elements affect human psychology and behavior of as a small protective sphere or bubble that an organism maintains between itself and others. Social distance ranges from 4 to 12 feet, it's a psychological distance, one at which the animal apparently begins to feel anxious when he exceeds its limits. Public distance is the largest of the zones and it exists only in human relationships. At the close phase (12 to 25 feet), a more formal style of language and a louder voice is required"

SUSTAINABILITY ANALYSIS OF A BUILDING -RAILWAY STATION A Case Study of Royapuram Railway Station—Part 2

Ms.ArAshika P, M Arch Assistant Professor

ACCESSIBILI'



MICROCLIMATE

The microclimate is influenced by the presence of the trees on the South Eastern side. The site is affected by both the sea breeze and land breeze due to the proximity to the sea. The goods shed was constructed on the southwestern side of the station. When the goods train is halted near the shed blocks the wind movement thus affecting the thermal comfort in the station building.





SITE AND THE BUILDING



BJARKE INGLES ON NEW SPIRAL MUSEUM FOR SWISS WATCHMAKER

Ar.T.DINESH PANDIAN M.Arch Assistant Professor



The new museum by huge for Swiss luxury watchmaker- Audemars Piguet is ready to receptive the general public next could.

As featured in WSJ.Magazine, the project was designed as Associate in nursing extension to their headquarters in le Brassus, close to le Chenit.

Conceived as a helical glass marquee within the landscape, the look can take guests on a narrative journey through the company's 139-year history.

Bjarke Ingels Group's style for AudemarsPiguet aims to channel nation watch brand's gift of workmanship.

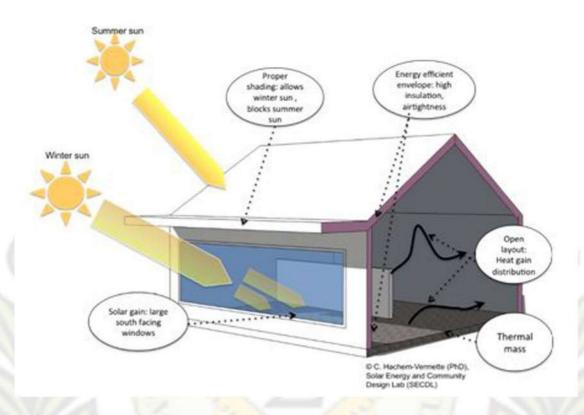
The project includes gallery areas for a deposit, work areas and a guest house. The new Musée artist's workroom AudemarsPiguet has 2 sloping spirals that coil around themselves sort of a watch spring.

As Bjarke Ingels aforesaid, "When I initial visited, I saw a watch they decision a montremystérieuse, wherever you couldn't perceive what was holding the minute dial in situ." For the deposit, the team created Associate in Nursing expertise that, "feels sort of a nice brass spring is hovering over your head. It's what's missing that creates it."

The helical type responds to the program needs, and also the form creates the narrative path through the building that explores contiguousness.

SOLAR PASSIVE HEATINGOF NON A/C BUILDINGS

Ar.K.ASWIN PRAKESH M.Arch Assistant Professor



Although solar active heating of buildings in inherently more capable of regulation and control but complex in operation and expensive in use. On the other hand, a passive solar heating system has no separate collector elements and collectors are incorporated into the structure of the envelop of the building. All thermal transfer processes, then, take place by natural convention and or conduction and radiation. Evidently, a building always performs a natural solar collector system to some extent.

Therefore, prior to an active solar heating system is considered for a building, all possible solar passive concepts in a building should be employed to reduce the thermal load to a minimum. There exists a number of such solar heating concepts, egTrombwall. The air entering the spaces between the wall and the glass gets heated and returns to the living space. The heat input thus obtained can be controlled by adjusting the flow of air by means of the shutter .The heat conducts through the wall and is transferred to the inside air by convection all the time .One of the major problem in such system is however, rather large heat losses from the walls outside surface particularly during off-sunshine hours.

This technical achievement employs the salt latent of fusion to store large quantities of heat in a relatively small spaces. The use of salt hydrates has other technical advantage in solar heating system. Heat losses are minimized and the efficiency of collection is improved significantly in comparison with other methods.

ARCHITECTURE AND BLOGGING

Ar.GnanaShini G, B.Arch Tutor

Before we get into how blogging is important in architectural endeavors, we will get to know what blogging is?

Blogging is not a new idea for web users. A blog is a type of website, which is a combination of the words web and log. The blogs are meant for sharing valuable information, ideas, strategies, views, and perspectives. Blogging is an important and effective tool for an architect to promote his ideologies, his works, and related events. The major goal for making blogs is to gather a community or audience. In the time being, it is grown as a community that helps the audience to exchange views and communications and that community makes the bloggers grow even more and make them succeed.

How to start a blog is the next question?

The first and foremost thing is to know the target audience. To identify the interest of the readers. One thing to remember is, content is the king. Good content reaches the targeted audience and of course, leads to success. A successful blog has the most interesting and well-drafted content. And make sure, to be consistent. Consistency is another key factor for success. Making the blog more visual is another strategy to work it on. The created blog post should itself attract viewers. It should make them attentive even before reading the content.

The blogs should be more of a story rather than documentation. The writer's words should emotionally awaken the readers and be inspired. Second, is blog should be based on a dedicated theme but the topics can be broad but should stay on the theme chosen.

Next, to be honest with the readers and not to use the blog as a marketing platform. Make it different. The blog created should not be a photocopy of any other architects or bloggers. Being unique is another way of standing out.





Prof. Dr.T.James Wilson
B.E., M.I. Mar. Tech., MISTE, MBA., Ph.D.
Chairman
+91 9443370072, +91 9750976611, +91 9443370058,

+91 8012561000, +91 9750976622