

## MP STATE CENTRE

### Quiz on Lighting

July 29, 2012, Indore

The 33rd monthly meeting and lecture of the MP State Centre was organised on Sunday, July 29, 2012 at Hotel South Avenue, Indore. After fellowship and breakfast the programme started with an address by Mr. Rajendra Raje, Committee Member of MPSC. He apprised the audience on the achievements of the State Centre especially the organising of three prestigious monthly lectures on Green Building Lighting from April to June 2012 by eminent personalities.

Mr. Akhilesh Jain, Chairman, MPSC gave information about the Directory of the Lighting Industry in India. Covering most of the contemporary concerns like Lighting Standards, Testing Requirements, Environment and Health, Sustainability, Lighting Design it was a delivery tool for Architects and Consultants and others interested in lighting in India. The list of classifications and listings in the Directory along with advertising rates and other important information was also given to the audience with a request to book their listings and advertisements before the last date i.e. July 31, 2012. Thereafter a Quiz Competition on Lighting was organised by Mr. Akhilesh Jain and Mr. Sandeep Mathur with a view to create awareness and disseminate knowledge. Gifts were given to encourage and motivate the participants who came out quickly with the right answers. The quiz was followed by a presentation on lighting by Mr. Akhilesh Jain in which he explained how lighting has emerged as a new media vehicle in western countries for advertising and brand image building of various products as well as for organising virtual fashion shows and light shows on buildings and monuments. The presentation was followed by a birthday celebration for members born in July. Mr. Dinesh Wadhwa, Honorary Secretary, MPSC, proposed the vote of thanks.

Akhilesh Jain  
Chairman  
ISLE, MPSC