



# Media & Recognition Portfolio

## National News Daily's & Magazines

Hyperlinks added to images

123 National media articles about works of Jagadeesh kanna as part of Vaayusastra Aerospace & Theatre Artist

### Jagadeesh Kanna

Jagadeesh Kanna (born September 22, 1988) is an Indian stage actor,[1] playwright, Author of the book Science with Young Hanuman,[2] film director,[3]...

[W Wikipedia](#)

about in religious texts? It is easy to find such comparisons either preposterous or intriguing, depending on the nature and depth of one's belief and faith.

For Jagadeesh Kanna, it presented an opportunity to introduce the concept of aeronautics to young children. The 32-year-old theatre-turned-entrepreneur, who, via his IIT Madras-incubated start-up firm – Vaayusastra Aerospace – has been teaching aeronautics to children between the ages of 4 and 14.

"A child's brain is like a computer's CPU. What I do is create a folder by telling them a story about how Ravana kidnapped Sita using his aircraft, the Pushpak Viman. The child may forget the technicalities but the story, characters in their mind, and that is all that is needed to create the spark," he says, adding, "For instance, Karna's Vijay dharm had all the properties of modern rocketry and radar technology, and the Bhishmastra in Mahabharata is nothing but a ballistic missile."

**Entrepreneurial insight**  
A few years ago, when Jagadeesh, a freshly minted graduate with a Masters degree in Aeronautics, expressed his desire to pursue theatre, it was not an easy to come to terms with decision.

"Being a full-time actor is not easy as I come from a middle class family. I could not ask my parents for money. When I was not shooting, I started conducting paper plane workshops and teaching aeronautics to children," he says.

During this time, Jagadeesh joined The Little Theatre and Theatre Y, promoted by actor Yog Jape, and even landed a lead role in a film titled *Naatu Peruku*.



## This dream is no myth

Actor-turned-entrepreneur Jagadeesh Kanna on his firm Vaayusastra Aerospace and taking aeronautics to children using theatre arts

Nallathurai Edhuvum

Thuppilla. "By the time the movie released, one of my friends asked me that I am going to IIT Madras' Real Technology Business Innovator with a presentation that was approved eight

months later, after he developed an agreeable revenue model. Meantime, I was invited as an associate director to Rajiv Menon in *Sarvam Thosai Mayam* and as an associate director to Anita Udeep in *90 ML*," he says.

After approval, Vaayusastra was given space inside IITM Research Park and a start-up capital of ₹10 lakh to hit the ground running.

In the two years since being incorporated in April 2018, the firm has generated ₹50 lakh in revenue and taught close to 30,000 children, says Jagadeesh.

Even as the hands-on workshops and summer

campus were growing in popularity, the COVID-19 pandemic hit, and Jagadeesh acted swiftly to shift his classes online.

"After that, I was able to teach more students, across the world."

However, he is not ready to let go of his dream of turning a filmmaker just yet. Having met actor Oviya while filming *90 ML*, Jagadeesh remarks that she has agreed to play the lead in a film he intends to direct. "Only the official confirmation remains," he adds.

For more details, [www.vaayusastra.com](http://www.vaayusastra.com)

Aeronautics and mythology keeps this filmmaker's dream alive

**The Hindu, May 06 - 2020**

<https://www.thehindu.com/entertainment/movies/aeronautics-and-mythology-keeps-this-filmmakers-dream-alive/article31517292.ece>



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Hyperlinks added to images

### Book launch of Jagadeesh's "Science with Young Hanuman" The Hindu - Aug 3 - 2025

#### Teaching science to children using Harry Potter's magical spell

**The Hindu Bureau**

CHENNAI

As a group of curious children gathered on the first floor of heritage bookstore Higginbothams on Saturday hoping for an explanation of science, author Jagadeesh Kanna announced that he would teach them magical spells instead.

He made a paper plane out of a sheet, and chanted a fictional spell from the Harry Potter series: "Wingardium Leviosa right". The paper plane turned right. As he urged children to chant the second spell, "Wingardium Leviosa left", the paper plane turned left. By the end of all the six "spells", awestruck children started realising that it was the science of aerodynamics that controlled the paper plane. Mr. Kanna taught them different ways to fold the paper to achieve precise outcomes according to Bernoulli's principle.

"The Wright Brothers took seven years to learn how to control the airplane. You need the right teachers. All it needs is 10 minutes to learn pitch, roll and yaw in an aircraft. It all started with a small dream. It will reach all over the world. You learn this in school, but not in this perspective," he said.

#### Storytelling as a tool

After a few minutes of storytelling on young Hanuman as he taught students aeronautics, Mr. Kanna made the children understand the science behind the airplane, as part of *The Hindu*'s meet the author



Jagadeesh Kanna

programme. He stressed the need for knowing the problem statement children want to solve, with storytelling as an educational tool. He spoke about the moment of spark great people had experienced and the significance of emotions in learning concepts in science without getting bored.

Mr. Kanna is the author of *The Hindu*'s new children's book titled *Science with Young Hanuman*. To maximise awareness, *The Hindu* intends to organise in select schools a few interactive sessions with the author who is also the founder and CEO of Vaayusastra Aerospace Centre, an IIT Madras-incubated company.

Under the Special Publications Division, The Hindu Group has published more than 170 titles since April 2017. These titles have been published under various genres such as Coffee Table Book, and Premium series.

Fourteen titles under the Kids Series have been published so far with *Science with Young Hanuman* being the latest one. Link to the book: <https://shorturl.at/xJv7B>

<https://www.thehindu.com/news/cities/chennai/learning-the-science-behind-the-harry-potter-magical-spell-that-seemed-to-work/article69886562.ece>

#### Learning the science behind the Harry Potter magical spell that seemed to work

**Published** - August 03, 2025 01:07 am IST - CHENNAI

THE HINDU BUREAU



Jagadeesh Kanna, Founder & CEO of Vaayusastra Aerospace Centre, an IIT Madras-incubated company, and author of 'Science with Young Hanuman', engages students in a hands-on science experiment at Higginbothams on Saturday. Also present were actor Krishnakumar Balasubramanian and Murali DP, Senior Manager. Sridhar Aranala, Vice President, Sales and Distribution, The Hindu. | Photo Credit: B. VELANKANNI RAJ

Read in App



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Hyperlinks added to images

### GOTN

Vaayusastra – Aeronautical Dreams and Paper Planes

Author: Tarika Hannah Livingstone

May 21, 2025

<https://gotn.in/vaayusastra-aeronautical-dreams-and-paper-planes/>

STORIES • RESOURCES • EVENTS • DIRECTORY • SHOP •

Vaayusastra – Aeronautical Dreams and Paper Planes

Author: Tarika Hannah Livingstone | May 21, 2025

VAAYUSAstra AEROSPACE PVT. LTD.

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#### Rooted in Gandarvakkottai:

Jagadeesh's journey starts far from the world of wings and paper planes, in the quiet town of Gandarvakkottai, Tamil Nadu. Born to two dedicated government school teachers, education was both a foundation and a dream in his family.

"My parents always believed education could change lives," Jagadeesh reflects. "They wanted to do more than teach – they wanted to transform the system. But they were limited by rules and bureaucracy."

This desire for transformation quietly passed down to Jagadeesh, who pursued aeronautical engineering, earning his bachelor's degree in Coimbatore, followed by a master's in Chennai. Today, he is even pursuing a Ph.D. in education. But alongside the technical rigor, another passion was growing.



Jagadeesh Kanna, founder of Vaayusastra

#### Introvert to Performer

"I was a shy kid," Jagadeesh admits. "I couldn't even speak English properly when I first came to Chennai." Yet, his love for poetry and dance helped him break out of his shell. A senior from college introduced him to Sheriff Dance Academy, where he honed his dancing skills.

His passion didn't stop there. Jagadeesh stumbled into theatre almost by accident when he saw an audition notice for The Little Theatre's pantomime and Yog Japoo's Theatre Y. Despite his limited English, his martial arts and dance background helped him land a role.

### ANANDA VIKATAN

செல்போன் சர்வீஸ் சென்டர் மாதிரி ட்ரேஞ் சர்வீஸ்  
சென்டர்! - ஸ்டார்ட் அப் ஸ்டார்ஸ் - 16

As Part of Vikatan - startup series  
24<sup>th</sup> July 2025

"செல்போன் சர்வீஸ் சென்டர் மாதிரி ட்ரேஞ் சர்வீஸ் சென்டர்! - ஸ்டார்ட் அப் ஸ்டார்ஸ் - 16

வெளிவருமான் கீ பெருமை

செல்போன் கண்ணா (Vaayusastra Aerospace)

Published: 24th Jul, 2025 at 6:15 AM

Updated: 11 hours ago



• வெளிவருமான் கீ பெருமை

• வெளிவருமான் க



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Hyperlinks added to images

### OUTLOOK BUSINESS MAGAZINE

**Plane Tales - Chennai-based Vaayusastra brings aeronautics and theatics together, to make lessons in science riveting for children - Shilpa Elizabeth Abraham - 7 January 2019**

<https://www.outlookbusiness.com/magazine/story/plane-tales-4925>

**enterprise**

VAAYUSASTRA JUST STARTED

CO-FOUNDERS Jagadeesh Kanna, Gobikrishna KSD STARTED April 2018 CLIENTS 25

TICKET SIZE PER CHILD ₹3,500 ESTIMATED REVENUE ₹6 million\*

17 +PV20

### Plane tales

The one about the crow that stole a vada from a granny and lost it to the fox is an evergreen bedtime story. But, can it be 'upgraded' enough to teach children aeronautics? The team from Vaayusastra, an educational start-up, shows it can be. The crow in the story wants not just a vada, but also a helicopter. So, a genie appears and builds one, while imparting lessons in aeronautics.

Incubated at IIT Madras, Vaayusastra combines theatre and science to make aeronautics fun for children. "We mix visual demonstration, storytelling and technical insights.

A child would understand at least one of the three," says Jagadeesh Kanna, co-founder of Vaayusastra.

After completing his graduation in aeronautical engineering in April 2018, Kanna built a team of aeronautical engineers and theatre artists, and started working on an aeronautics workshop. They combined the work of National Aeronautics and Space Administration (NASA) with the National Council of Educational Research and Training (NCERT) syllabus, to create lessons. Kanna started writing scripts for the workshop that covered grades 1 to 3, 4 to

6 and 7 to 9, and designed it as a 12-session certification programme. The lessons are currently part of the curriculum at the American International School, Velammal group of schools and Monfort Matriculation School among others.

The workshop, which started in November last year, costs ₹3,500 per kid and has so far seen over 650 registrations. Currently, they have 25 clients in Chennai, and recently opened a unit in Tiruchirappalli with four clients. "In schools with a strength of 1,000+ students, we charge ₹500 per kid per month for nine months. The ₹4.5 million revenue is

then shared 50-50 with the schools", says Kanna.

They recently launched a programme called "AirScience – Advance level workshop" for college students and are planning to launch their own Cube satellite, built by their students, with support from government organisations and IIT.

"My vision is simple," says Kanna. "Most kids are in awe of aeroplanes. I want them to see that these machines are like any other, even like a cycle rickshaw." He hopes that this approach will encourage more children to innovate in aeronautical engineering.

— SHILPA ELIZABETH ABRAHAM

OUTLOOK BUSINESS / 6 November 2019

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# National News Daily's & Magazines

## Hyperlinks added to images

# THE HINDU

## Students to learn about drones and AI under 'Naan Mudhalvan' scheme

## INDIAN EXPRESS - EDEX

# This Chennai start-up's aeronautics summer camps are delivered using theatre, the epics and lots of Science

**Bidushi Das**  
**Updated on:**  
**03 May 2021**

# THE HINDU

## NEStudents under 'Naan n' scheme will now get to about drones and AI

23.07.2023

<https://www.thehindu.com/news/national/tamil-nadu/students-under-naan-mudhalvan-scheme-will-now-get-to-learn-about-drones-and-ai/article67106626.ece>





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## National News Daily's & Magazines

Hyperlinks added to images

### IIT Madras Foundation's Post

Check out Indian Institute of Technology, Madras INNOVATIO - a series of posts which will present some of the innovations from [Indian Institute of Technology, Madras, IIT Madras Research Park \(IITMRP\)](#) & IIT Madras Incubation Cell.

Today we present to you [Vaayusastra Aerospace PRIVATE LIMITED](#)

Vaayusastra Aerospace Private Limited, is a incubated under IIT MADRAS'S RTBI (Rural Technology Business Incubator). Vaayusastra offers an innovative concept of Human Engineering services with a motto of developing young talent through Aero Modelling workshops and science workshops for children combined with theatre arts like story telling, internships for the engineering students and helping them develop their ideas further.

For more information, check out: <https://bit.ly/3nzJoAM>

We admire the #innovation #ideation #value #contribution of Vaayusastra Aerospace Private Limited & its founder: Jagadeesh kanna

#iitmadras #Vaayusastra #innovation #successstories #incubation #startups #mission

## IIT MADRAS INNOVATIO

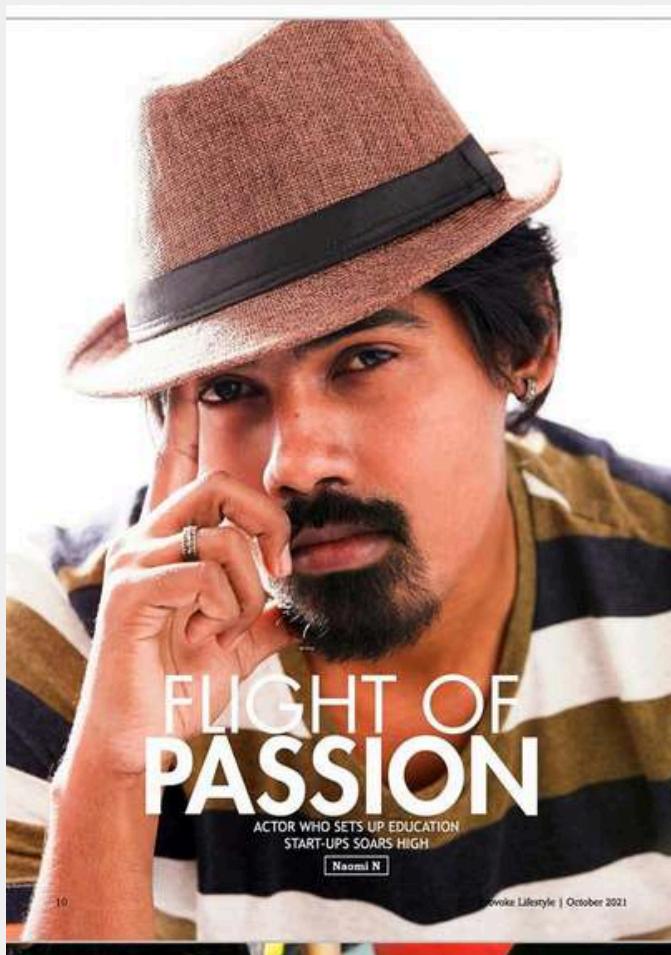
FEATURED IN IIT MADRAS FOUNDATION - SERIES  
19 Jan 2022

[https://www.linkedin.com/posts/iit-madras-foundation\\_innovation-ideation-value-activity-6889455181206036480-B2V8/](https://www.linkedin.com/posts/iit-madras-foundation_innovation-ideation-value-activity-6889455181206036480-B2V8/)

## PROVOKE

**FINEPRINT/Frankspeak**  
**FLIGHT OF PASSION**  
**ACTOR WHO SETS UP**  
**EDUCATION START-UPS SOARS**  
**HIGH**  
**by Team Provoke**

**13 Oct 2021**





# Media & Recognition Portfolio

## National News Daily's & Magazines

Hyperlinks added to images

### DT Next 13 July 2018

<https://web.archive.org/web/20180713205355/https://www.dtnext.in/Lifestyle/Culture/2018/07/12222354/1079684/Aerospace-explained-through-theatre-arts.vpf?TId=112139>



# Media & Recognition Portfolio

# National News Daily's & Magazines

## Hyperlinks added to images

Dhina Malar - 10 Sep 2018

[https://web.archive.org/web/20180910164653/https://www.dinamalar.com/supplementary\\_detail.asp?id=44352&ncat=1360](https://web.archive.org/web/20180910164653/https://www.dinamalar.com/supplementary_detail.asp?id=44352&ncat=1360)



## News Today - 25 March 2019

<https://newstodaynet.com/2019/03/25/start-up-in-chennai-simplifies-aeronautics/>



for product development as well.

### What is the aim?

\* Reaching out to every child in every single village in India and giving them the knowledge of aeronautics, aircraft, space craft, satellites, rocket manufacturing unit based in India, including engine manufacturing.

ANSWER

### The team





# Media & Recognition Portfolio

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Hyperlinks added to images

### Kaleido.Culture

16 Dec 2020

kaleido.culture

**JAGADEESH KANNA**

Jagadeesh Kanna is an Indian stage actor, playwright, film director, and lyricist. He is best known for writing and directing *Oru Cup Coffee*, a short film on mercy killing, and *Never Give Up*, a theatre play inspired by the life of Olympic athlete Derek Redmond. Kanna had his acting debut as the lead in a crowd funded Tamil feature film *Naalu Peruku Nalladhuna Edhuvum Thappilla*. He is the founder and CEO of "Vaayusastra Aerospace", an educational and research firm combining two disciplines - theatre and aeronautics, with the motto of taking aeronautical knowledge to every village across the country. Vaayusastra Aerospace is incubated and funded under IIT Madras's RTBI.

As IIT Madras's RTBI GRADUATED COMPANY  
VAAYUSASTRA  
AEROSPACE PVT LTD

kaleido.culture

In 2013/14, I left my full time job as an R&D engineer to become a theatre artist. I experienced how difficult it can be to survive because you simply don't make enough money sometimes. I wanted to see how I could support theatre artists and provide a living for them as well. This worked well as it tied in with my idea of using stories and other methods to teach aeronautics.

JAGADEESH KANNA

KALEIDO

Times of India  
2 May 2020

<https://timesofindia.indiatimes.com/entertainment/tamil/movies/news/this-kwood-actor-teaches-aeronautics-through-epics-to-kids-during-lockdown/articleshow/75499867.cms>

#### This K'wood actor teaches aeronautics through epics to kids during lockdown

Lakshmi@timesgroup.com

Experts would agree that an interesting way to learn educational concepts is to associate them with things we love or are already familiar with. That's how Jagadeesh, who acted in *Naalu Peruku Nalladhuna Edhuvum Thappilla*, has been teaching aeronautics to students especially during this lockdown. The actor, who has also assisted Anita Udeep and Rajiv Menon in *90ML* and *Sarvam Thala Mayam* respectively, has been using mythology and popular stories to help kids understand scientific concepts.

Jagadeesh says, "I have a masters in aeronautical engineering, but I've been pursuing theatre since 2010 as it's my passion. In my field of work, you won't have work every month. So, I started teaching along with a few other theatre artistes. We mix storytelling and science to make the concept easily understandable to kids, usually aged between five and 15. For instance, while enacting the kidnapping of Sita, one person would enact Sita, another Raavana, and I'd enact Raavana's pilot who navigates the *pushpaka vimanam*. I then explain the Bernoulli equation, and other concepts, like why the left wing is called the port side and right, the starboard. Similarly, I use *paati nila-la vadai sutta kadhai* to explain concepts of atmosphere and its layers."

Thirty theatre artistes and 15 professional aeronautical engineers are part of his team.



WE MIX SCIENCE AND  
STORYTELLING TO MAKE THE  
CONCEPT EASILY  
UNDERSTANDABLE TO KIDS AGED  
BETWEEN FIVE AND 15

Jagadeesh uses mythology  
to teach scientific  
concepts



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## National News Daily's & Magazines

Hyperlinks added to images

### IIT Madras Incubation cell media handle

**Actor-turned-entrepreneur Jagadeesh Kanna on his firm 'Vaayusastra Aerospace' and taking aeronautics to children using theatre arts**

**Aeronautics and mythology keeps this filmmaker's dream alive**

During the lockdown period, VAAYUSAstra came up with this idea of engaging kids through online live science+story sessions with team of professional Theatre artist and Aeronautical engineers.

VAAYUSAstra Aerospace Private Limited, Incubated under IITMIC, started with a motto of developing young talents through Aero Modelling workshops and science workshops for children combined with theatre arts like Story telling. Providing internships for the Engineering students and helping them in developing their idea.

**This K'wood actor teaches aeronautics through epics to kids during lockdown**

*Lekshmi.V@timesgroup.com*

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**WE MIX SCIENCE AND STORYTELLING TO MAKE THE CONCEPT EASILY UNDERSTANDABLE TO KIDS AGED BETWEEN FIVE AND 15**

**Jagadeesh uses mythology to teach scientific concepts**



# Media & Recognition Portfolio

## National News Daily's & Magazines

Hyperlinks added to images

### More on some National Daily's

#### Jagadeesh conducts online aerospace classes

Actor leverages theatre as educational tool

While many celebs are trying their hand at cooking, dancing and music during this lockdown, and some are holding live chat sessions, aeronautical engineer-turned-theatre personality and actor Jagadeesh has found a way to make the best use of both sides of his training. He is conducting courses on aeronautics and aerospace for children using theatre as an educational tool.

The classes are being conducted through his educational start-up 'Vaayusastra', nurtured by the IIT Madras Incubation Cell.

Says Jagadeesh, "During this lockdown period, IIT Mentor Ravichandran Sir suggested that I start conducting online sessions on aerospace and

the knowledge sharing initiative has received tremendous response, with more than 300 children joining within a ten-day span."

Jagadeesh debuted with Dinesh Selvaraj's *Naalu Peruku Nalladhuna Edhuvum Thappilla* as the male lead. He is presently awaiting the release of *Thirai Kadal* directed by national award winner Janaki Viswanathan. —AS



#### Learning science through theatre

##### □ Neighbourhood start-up simplifies aeronautics

NAOMI N

**W**hat happens when a bunch of aeronautical engineers and theatre artistes get together for teaching science? Well, some unforgettable lessons on aeronautics happen.

Science is usually not a favourite subject among school-going students, but children who attended the Air Science workshop conducted by Vaayusastra Aerospace - an IIT-M RTBI incubated start-up - say otherwise. They have

chief guests were Space Scientist Jayakumar Venkatesan and former managing director of TTK Prestige Group and mentor of IIT Incubation cell, Ravichandran.

Jagadeesh Kanna, who is the founder and CEO of Vaayusastra Aerospace, says, "Our aim is to create awareness on aeronautics. We held a three-month workshop with the first batch, and around 150 students under the age categories 5-7, 8-10 and 11-14 participated in it. They got to learn the basics of the subject incorporated



Jagadeesh Kanna

signed to learn basic science concepts such as air, density and pressure from the aeronautical perspective.

"Our aim is to create awareness on aeronautics. We held a three-month workshop with the first batch, and around 150 students under the age categories 5-7, 8-10 and 11-14 participated in it"

and would grasp it easily. Apart from this, the students were also made to make a science model, and whatever was learnt they got to implement it practically."

Next, they are planning to start astronauts basic workshop for children in the age group of 5-14, and it is being done for the first time in India! They also have plans to launch a balloon satellite and incorporate dance while teaching science. 'Our students and their parents are happy with this unique way of teaching,' Jagadeesh assures.

For details, contact 9360545176.



Parents and children at the Graduation Day.

come to love science.

These students recently had their 'Graduation day' for successfully completing the three-month-long workshop. The event was held at IIT-M Research Park, Taratalam, and the

with their curriculum. Our syllabus is stitched as per their curriculum combining the one provided in NASA website. We scripted the stories around those concepts.'

The classes were de-

2019-3-18 13:39



# Media & Recognition Portfolio

## Interviews & Thought Leadership

Hyperlinks added to images

### pudhuyugam - 2020

<https://www.youtube.com/watch?v=eUNzUk9SE5s>



### Theervai Nokki - 2022

<https://youtu.be/cuQgbFqJlck>



### Josh Talks - 2021

<https://youtu.be/ztJHfLbQcfI>



# Media & Recognition Portfolio

## Interviews & Thought Leadership

Hyperlinks added to images

### Connectwoods - 2024

<https://youtu.be/Baf8sgoWwQk>



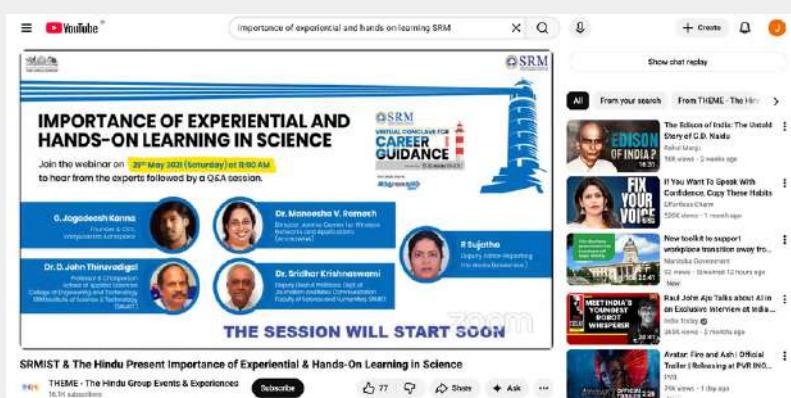
### International Conference

<https://youtu.be/o91a0wr8OTQ>



### On the Ground with Sai - 2025

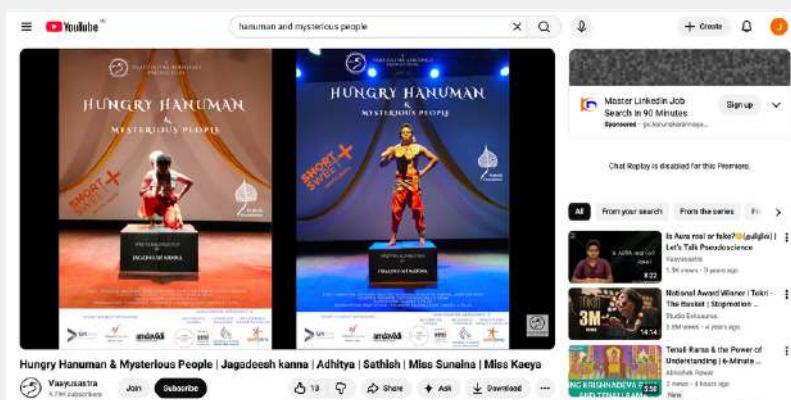
[https://www.instagram.com/reel/Dld8cthz5VZ/?igsh=MW5vaTJuYWRscDRqdq%3D%3D&fbclid=IwY2xjawOgEv9leRuA2FbQlxMABicmlkETFnR2NDQ1o2RGFQVE22Ehw3J0YwZhCHBfaWQQMjlyMDM5MTC4ODIwMDg5MqABhjXyT-fcH\\_O2-C6wJYPTPKia3pjphH6H1HA-TyO4BqC\\_UXEHtYabAHDR9Y\\_aemkyOtk7-wx5GoIgr2-O34zw](https://www.instagram.com/reel/Dld8cthz5VZ/?igsh=MW5vaTJuYWRscDRqdq%3D%3D&fbclid=IwY2xjawOgEv9leRuA2FbQlxMABicmlkETFnR2NDQ1o2RGFQVE22Ehw3J0YwZhCHBfaWQQMjlyMDM5MTC4ODIwMDg5MqABhjXyT-fcH_O2-C6wJYPTPKia3pjphH6H1HA-TyO4BqC_UXEHtYabAHDR9Y_aemkyOtk7-wx5GoIgr2-O34zw)



importance of experiential and hands on learning

### Virtual conclave - The Hindu & SRM IST

<https://youtu.be/CuL2Q9GgZOk>



Hungry Hanuman & Mysterious people  
Vaayusastra Education method  
theatre play at short & Sweet festival

[https://youtu.be/6\\_y1bTQZIU](https://youtu.be/6_y1bTQZIU)



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## Recognitions

Hyperlinks added to images

### Emerging Innovative Entity of the Year - 2022



### ISRO - Space Tutor

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India Elections World Opinion

**SPORTSTAR** | Qatar World Cup 2022  
Diary: Business as usual in Doha →

HOME / NEWS / INDIA / TAMIL NADU

### Chennai-based Vaayusastra Aerospace accorded status of registered Space Tutor of ISRO

The Space Tutor programme aims to engage with the NGOs and educational institutions purely engaged in the STEM education and promotion without any commercial advantage

December 07, 2022 08:26 pm | Updated 08:26 pm IST – CHENNAI

 **SANGEETHA KANDAVEL**

### Best training partner - 2022-2023 - Aerospace and Aviation Sector Skill Council - NSDC



<https://youtu.be/SBoGzdoNvU8>