I have absolutely no time! Heard this from every person you know? Used it on everyone you can think of? Welcome to yet another article lingering near time management. And no, I am not going to tell you how to manage your time because I can barely manage mine. I am just going to discuss and poke holes in the famous armor of students and professionals alike because the truth is that you have the time and choose not to use it.

Most men and women on this planet are or were passionate about something which they even bothered to become good at. But at one point of time they just decided that they are too busy to continue doing this something. The reason given is that they don't have time. Everybody has twenty four hours. Health magazines claim that at least six have to be devoted to resting in peace. So what do we do with the rest? Students study and professionals go about their professions. Agreed? I don’t. So truthfully, on an average a normal undergraduate SSN mechanical engineering student spends a startling number of days in a week interspersed with so called study sessions that solely comprise of record or observation writing.

A normal undergraduate college student talks for ten hours a day on an average about topics not pertaining to his or her field of education says a reputable survey. My hand is up. I probably do. So that leaves us with eight hours. How many of us (who are not geniuses or PhD candidates or mentally unstable) study for eight hours in a single day? All of you would smile and nod thinking of the dreaded exam days with even an occasional eighteen hour streak. Sorry but I’m talking about every single day. The sheepish grin and “so what” expression is only too welcome.

So truthfully, on an average a normal undergraduate SSN mechanical engineering student spends a startling number of days in a week interspersed with so called study sessions that solely comprise of record or observation writing.

This means when a student who was a middle school chess player, dancer, singer or guitarist says he or she “does not have time” for the respective activity, he or she is simply a liar who is lazy and couldn’t care less about his or her claimed passion which in my opinion just lost the status of “passion”. So you guys don’t need a book or lecture on time management. You do so on “how to care more about things I like that happen to be good too”. I state middle school here because...
time” line starts even by the infamous tenth or twelfth standards in which we managed to amass enough numerals to get us into SSN.

As in anything and everything there are exceptions. Yes, talk to that guy in your class who sings at cultural events and rehearses for them in the college auditorium while you simply state that he is lucky to bunk the lab you just attended. Make friends with the guy who caught a bus home right after the unit test on Monday to represent the college in a swimming meet. Ask the chess champ how is it that she manages to catch a game with the computer on level eight during the bus ride home when you doze off or listen to music to “relax” from the heavy amount of work that you do in college!

By doing so you might actually miss doing what you were passionate about at one point of time and even start caring enough to start doing it again. So yeah you might be a more talented person than someone who is earning the name for the skill right now. Don’t lose the competition just because you have the option of saying “I’m very busy these days.” Face it. You’re never too busy to do something you are really passionate about. Not many people get the opportunity of studying in an institution where professors understand the need for you to do what you do. Trust me they really, REALLY do. Make use of it. You have the time. Trash those books on time management. When you go to bed you’ll realize that you did manage to play the guitar, finish your observation, study for tomorrow’s UT as well as lie on bed and think about writing a book on time management when you’re thirty.

P.S: You should try doing engineering drawing in the bus (obviously a sharp eye and regular 15-cm-ruler instead of the drafter). This is one skill the author managed to develop to an alarming extent as a by-product of choosing to attend music classes in the evening. I sincerely hope my EG professor does not read this!

Lakshmi Madhavan

External Recognition

Dear Dr Annamalai,

At the outset, I thank you for your participation and moderating the overall sessions at the “Seminar on applied innovation” held on 14 December 2012 at Hotel Park Sheraton, Chennai.

Your address at the Session : “Presentation on protecting innovations – basics of IPR” with real time experience was very useful and informative. Feedback from the participants has been extremely positive and they have expressed gratitude for being part of such an initiative.

The CII team and I look forward to your continued support.

Warm regards,
R A nantharaman
Convener – Manufacturing Panel
CII Chennai Zone

SSN Mech Placement Update
as of 31st Dec 2012

<table>
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<tr>
<th>Company</th>
<th>No. of Offers</th>
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<tbody>
<tr>
<td>Arabian Industries</td>
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<td>Ashok Leyland</td>
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<td>Renault Nissan TBC</td>
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<td>Ford Motors</td>
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Sports Feat
Senthil Kumar (IV Mech) and K.Manohar (III EEE) represented the Anna University Table Tennis team and participated in the South Zone inter University tournament held at Kannur University and secured the first place
D.Sameerakumar (Iyr Mech) has won the title in the 5th Tamilnadu Table tennis junior state ranking tournament held at Chennai.
Dr. K. Elangovan and Dr. A. K. Lakshminarayanan had a discussion with Dr. G. Madhusudhan Reddy, Scientist 'G' and Head, Metal Joining Section, Defence Metallurgical Research Laboratory (DMRL) regarding Research Support. 17-Dec 2012

Campus Update

For a second consecutive year, final year students of Bio medical engineering have won a cash award of Rs.3 lakhs and an Internship for their project titled, “Optimized Switch Control for Elderly and Disabled Patients Using EEG” for winning the Second Prize in “Innovation Challenge 2012 – Smart Living” conducted by Schneider-Electric India.

Department Update

Student Activity
Mr. Karthik Srinivas and Mr. Krishnan of 2nd year Mech A submitted application for Summer research fellowship by Indian Academy of Sciences (guided by Dr. A. K. Lakshminarayanan)

Third year students-Mr. Arjun Shyam Sundar and Mr. Deepak Ramu’s paper has been accepted for presentation in “International Conference on Interdisciplinary Engineering & Sustainable Management Sciences (ICIESMS 2013)” that is to be held on 22nd & 23rd February 2013 in Vickeram College of Engineering, Sivaganga, TN. (guide - Dr. N. Nallusamy )

Research Activity
Dr. K. Babu Attended the DC meeting of Mr. K. Palaksha Reddy on 15-Dec-2012 at SASTRA University, Thanjavur.

Mr. K. Rajkumar's Paper on Wear performance of Al-B4C-SiC hybrid composites has been accepted for publication in Material & Design.

Mr. K. Subbaiah's Paper on Laser beam welding of AA5083 alloy has been accepted for presentation in the DUBAI International conference.

Faculty Development Activity

Dr. A. K. Lakshminarayanan Delivered an invited lecture titled "Friction stir welding of High Melting Temperature Materials: Need and challenges” in the two days international workshop organised by centre for materials joining and research, department of Manufacturing Engineering, Annamalai University during 21st and 22nd December 2012

Dr. A. K. Lakshminarayanan Reviewed 35 international research articles in the year 2012- including for International journal of advanced manufacturing technology, Materials and Manufacturing Process, Materials Science and Engineering A and Journal of Laser and Optics Technology Jan - Dec 2012

Dr. K. Elangovan Delivered an invited lecture titled "Friction stir welding of aluminium alloys for aerospace applications" in the two days international workshop organised by centre for materials joining and research, department of Manufacturing Engineering, Annamalai University during 21st and 22nd December 2012

Dr. M. S. Alphin and Dr. S. Suresh kumar attended Anna University sponsored Faculty development programme on "Finite Element Analysis" held in Rajalakshmi Engineering College, 17 - 24 Dec 2012.

Dr. N. Nallusamy Delivered an invited lecture on "Thermal energy storage for solar heating and cooling applications" in MNRE sponsored one day workshop on Research opportunities in Solar - Thermal organised by National Engineering College, Kovilpatti 12/12/2012

Industry Interaction

Dr. K. Elangovan and Dr. A. K. Lakshminarayanan had a discussion with Dr. G. Madhusudhan Reddy, Scientist ‘G’ and Head, Metal Joining Section, Defence Metallurgical Research Laboratory (DMRL) regarding Research Support. 17-Dec 2012.
X works on membership basis. When I say membership, what I mean is you first need to buy a membership in order to even purchase something from the store, this is by itself a very complex and dynamic business model, but add "low price" into this mixture the resultant product is a nightmare from a lot of aspects which you will learn in college like "Quality Control", "Supply Chain", "Principle of Management" and a few more subjects usually taken by Dr. S. Vijayan.

So before moving on to the project mentioned earlier I will give a very brief intro on one term - LTV (LIFE TIME VALUE)

LTV is a marketing concept which is very useful to identify top customers. Identifying top customers is very very important, there are various reasons for this, some are very simple which even a layman can understand and others are quite complex. I will not get into these.

Anyway LTV is the net present value of the future worth of a customer. Sounds very simple right, but it is anything but that. The logical thing that anyone would conclude is members who buy a lot, who visit a lot are obviously the best & top members right. Not necessarily.

First why should we even calculate how much is a customer worth?
- this is quite simple. By calculating how much a customer is worth you can take an instantaneous decision-whether you want this particular customer or not. should you concentrate on this person and so on.

Second why the net present value and not the actual future value?
- Rs.100 today is not the same as Rs.100 tomorrow. I will not dwell on this but if interested read on "TIME VALUE OF MONEY". For those of you who are interested in investing in stocks and markets this is crux of finance.

Third, so what if u know how much a customer is worth? what can you do with that?
- by knowing how much a person is worth you can decide how much you are willing to spend to retain this customer so that he keeps coming back to your shop

Now what makes calculating this LTV interesting is you need to forecast "HOW MANY TIMES THIS CUSTOMER WILL COME TO YOUR STORE TILL THE DAY HE DIES", "Everytime he/she comes, how much will he/she spend" and finally when will this customer DIE (not in actual sense) but when will this customer stop coming to your store.

How do we solve this?- using probability models!
PROBABILITY - How will that help you ? thats the first thing that pops to your mind right. well thats what makes my life both a living hell as well as interesting.

There are lot of easy ways to calculate LTV but the client wants to employ the above method since its the most accurate but its also the most toughest of all modeling and forecasting methodologies known.

Moral : Probability is a lot more important than everyone realises in college because a lot of the Business in the real world are actually solved using probability and other advanced statistics.

Regards
Yuvaraj

Hi,
I am currently doing something very interesting and hope you and everyone who learns about this will also find it at least a tad bit intriguing.

I work for Mu Sigma and within the company, I am part of a retail account. What I mean by an account is my client is a retailer like "Food World" or even "Saravana Store" but only on a much bigger and larger scale. (I am talking tens of billions of dollars) kinda big and starting from here on lets address my client as X.

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Hello GET.......

Experience is a comb that Nature gives us after we get bald. So, I thought I can share these combs with those who still have some hair left to comb! Read, enjoy and reflect on where you stand. All the best!

1. Acceptance by Boss

The first person who has to accept you is your Boss! What kind of support do you give your boss? Do you give him the courage “Ah, this person is with me, I can take up any job” or give him a pain like “God, this guy is troublesome, I cannot convince him to do this work”.

Interestingly, what is your attitude towards work and more work? Some people say “Don't do work properly- if you do it then every time it dawns on you.” And do you pretend and spoil the work, when it is given to you the first time- In order to avoid getting it again?

Well, a boss is someone who has the opportunity and skills to differentiate gems from stones. When he spots a gem amidst the stones, it is his job to pick it up, and polish it. Polishing happens by bringing in opportunities to do different kinds of work. Any work is an experience and an opportunity to showcase your skills. More work is more opportunity to showcase your skills. Is it not a way to growth? What do you gain by pretending to be a stone and remaining unpolished?

In tough times, when each person is evaluated, only those guys who do extra work without cribbing are retained. Work is an opportunity and more work is an indication that higher ups are investing their stakes in you. Now reflect- how many times you turned down work that came your way? How many times you identified new work for yourself and your team? Those who do, get accepted very quickly and swiftly into any system- for they are the doers!

Thiruvalluvar has the best clue for moving with higher ups!

He suggests that we should be neither too far away nor get too close to bosses. His suggestion is to maintain a suitable distance as a person warming himself at a bonfire would maintain. What an excellent judgement! Have you ever tried judging the safe distance from your boss?
2. Acceptance by Peers

Peers are those who are similar in rank to you and people with whom you have to get your ideas implemented.

Have you ever wondered why many people do not listen to your suggestions? When many of your suggestions are not taken up, you slowly feel neglected and that is the opposite of getting accepted. But why does this happen?

Just have a look at the pictures. With every suggestion, you may think that you are helping them. But the way you have suggested, end up with more difficulty for the other person and so he may think that you are taking him for a ride!

For a moment, stop giving ideas- instead, listen to what ideas they have and try to implement their ideas! Ideas are available in plenty. What is scarce is the support system to do things. By filling this scarce resource, you can be accepted by peers- not as a idea generator but as a solid support resource person to carry out their idea!

3. Acceptance by Subordinates

People below you need appreciation. Have you ever appreciated anyone for anything? If you did, then they start accepting you.

Tamil poet Avvaiyar shares a beautiful verse on people's capabilities.

When life takes you on a different journey than what your heart thinks and yearns, this inner struggle starts and your own self refuses to accept you as a person of repute.

When a person refuses to accept you as a person of repute, your ideas are not implemented. By filling this scarce resource, you can be accepted by peers- not as an idea generator but as a solid support resource person to carry out their idea.

4. Acceptance by Self

Well, do you respect yourself, for what you are? Or are you cribbing for what has happened to you against what you wanted to be? I have come across friends who wanted to be cinematographers but ended up in college because they got good marks.

When life takes you on a different journey than what your heart thinks and yearns, this inner struggle starts and your own self refuses to accept you as a person of repute.

When life takes you on a different journey than what your heart thinks and yearns, this inner struggle starts and your own self refuses to accept you as a person of repute.

Well, what do you do then? It is always better to make the best of what comes your way. While you are worried you are not getting to live like someone else, there are hundreds who are worried that they are not living like you!

If you want more such wisdom from tamil literature, visit
http://www.tamilkalanjiyam.com/literatures/avvaiyar/atticcuti.html#.
http://rprabhu.blogspot.in/2011/05/austere-avvaiyar-part-5.html

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