

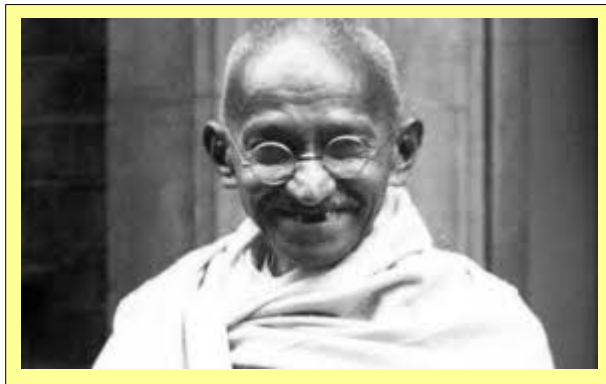
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Achievements in Sports, Projects, Industry, Research and Education

All About Nobel Prize- Part 4

The Man the Prize missed.....

It has been a mystery why Mahatma Gandhi was not awarded the Nobel Prize for Peace.



Mahatma Gandhi was nominated in 5 years, 1937, 1938, 1939, 1947, and 1948. 19 people nominated him in those years, especially Ole Colbjornsen, member of the Norwegian Parliament, who nominated him the first 3 times.

In the years between 1939 and 1947, he was either not nominated by anyone, or the Swedish Academy refused to consider nominations during the War. Likewise, in the years preceding 1937, not one person on Earth nominated him.

Nobel Peace Prize chronicler Gray suggests a "curious omission" when men like Martin Luther King Jr. (the 1964 laureate who acknowledged Gandhi as his mentor) and 1960 Nobel Prize winner Albert Luthuli (who applied Gandhi's principles in South Africa) are duly honoured but Gandhi, "the first to employ nonviolence in a political context, was never awarded the Peace Prize". He adds that "A great many people have wondered, over the years, why Gandhi was never chosen for a Nobel Peace Prize."

Lipsky, in his account of the history of the Peace Prize, noted that even the relatively narrow range of choice circumscribed by the Nobel Committee was no guarantee that it would not be subjected to the criticism which "is the lot of any one who seeks to make a selection from among a highly qualified field." The greatest furore, he claims, resulted from the failure to award the Prize to either Tolstoy or Gandhi.

In the case of Gandhi he points to a 1934 editorial in the Christian Century as expressing widespread opinion that "if Gandhi is not the most logical candidate for the Nobel prize, then the popular idea of the function and purpose of that prize needs to be revised."

In a scholarly review of the Prize, Abrams also makes the point that there is a conspicuous and unjustifiable absence of war-resisters and non-resistant among the laureates and concludes that "even less defensible is the parochial neglect for so long of the non-western and non-Christian world."

He admits that while "there have not been many serious candidates...it does the Committee little credit to have found a place for a General Dawes in its rolls, and none for Mahatma Gandhi."

Even August Schou, then director of the Nobel Institute, in his assessment of the Peace Prize awards, admitted that "One outstanding criticism is that the Prize has never been awarded to "real" pacifists. But if we run through the list of all those pacifists who have been proposed only one name really seems to justify this objection: namely, that of Mahatma Gandhi." More info at <http://www.mkgandhi.org/nobel/nobelpeaceprize.htm>

Info to Alumni- Campus Update

Info from Dr.P.Balaji



I am happy to inform that **THE HINDU-SSN T20 CUP**, a National level Inter-collegiate cricket tournament jointly conducted by THE HINDU and SSN COLLEGE OF ENGINEERING, will be held in Chennai from 5th – 12th of May, 2014, which will witness the best cricketing talents in the country. The tournament has three stages, viz. qualifying rounds, League and Knock-out.

The qualifying matches will be played by the best teams from Chennai. A total of 12 teams will be competing in the qualifying stages which will be played from 14th to 17th of March, 2014 from which 4 teams will qualify to the league stage. The tournament will be conducted at the SSN cricket ground.

It is one of the rare of its kind for having inviting the best teams in the country. The total cash prize sums to a huge amount of Rupees 3 Lakhs. The best performing players in the tournament will be felicitated with mementos and gifts. More details at <http://www.thehindu.com/todays-paper/tp-sports/the-hindussn-t20-cup-top-teams-in-fray/article5779073.ece>

Faculty Cricket News..

SSN Staff Cricket team defeat PB College of Engineering in Dr MGR Cricket Trophy organised by Sathyabama University on 09-02-2014.

Score: SSN- 185-8 in 18 over's, Mr. Vinob Chander-49 and Mr. Harshavardhan-27
PB- 94 all out in 14.3 over's, DilliGanesh-2 Wkts for 12 runs (4 Overs)



March was an eventful month with College Day, Research Day, Instincts and Sports Day

Mohammed Irfan of Final Year writes...



The Anna university tennis team for All India inter university tournament consisting of 5 players (all from SSN) namely IB AKshay, LS Raghuveer, Vishwajit Tirumurti, Vishvesh S and myself (All Mech except Vishvesh) secured the bronze medal. This event was hosted by SRM university which saw the participation of universities all over the country. SRM and Aligarh University finished first and second respectively. In this event players play for their university's and not their college which also shows as a college we are the best in the country. This is also the first time an engineering institution has made it to the podium in tennis. The VC of Anna university personally called us over to congratulate us and hosted a lunch for us. Honestly I could not have finished my college tennis career on a better note. Thank you very much for your support

Department Update

Awarded....

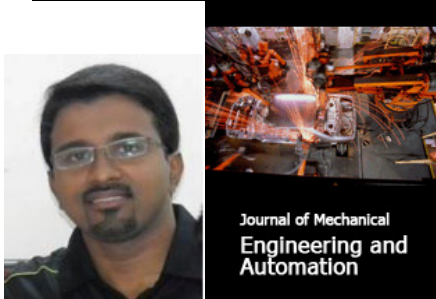
Staffordshire University, UK and Education Matters, an International Consulting company, awarded us with Teaching awards in Engineering, in recognition of the several ranks obtained in the first fifty positions in Anna University examinations held in 2013.

Our students had bagged the positions-3,10,17,18,21,25,27,36,46 & 47 in the mech engg rank list. The award was presented in a grand function held at Jeppiaar engg college, on 3rd March 2014.

Since all departments of SSN had secured ranks, all departments had the honour of receiving this award for their respective branches.



Dr.Alphin -Guest editor



Office Bearers for 2014-15, identified

President: Vaibhav Prakash

Section A	Section B
1. Krishnan R	1.V.Naren Balaji
2. Kathick R	2.M.Vimalesh
3.Aniruthya Avinash Kumar D	3.E.Pugazhendhi
4. Murugappan S	4.R. Vishwadeep

Dr. M.S.Alphin elected as Guest Editor by the International Journal of Mechanical Engineering and Automation, for their Special Issue on *Computer Application in Product design and Analysis*
<http://www.sapub.org/Journal/specialissue.aspx?journalid=1030>

Invited Lecture



Dr.A.K.LakshmiNarayanan was invited to deliver two lectures at the National workshop on "Friction Stir Welding of Steels (FSWS)" on 5th March 2014 organized by Annamalai university, on the following topics. 1: Development of tools for friction stir welding of steels .2: Friction stir welding of stainless steels .

Winning Spree..

HOVERONE – Hovercraft design competition at NIT Trichy
Shivaram of II year Mechanical shares his thoughts on the event

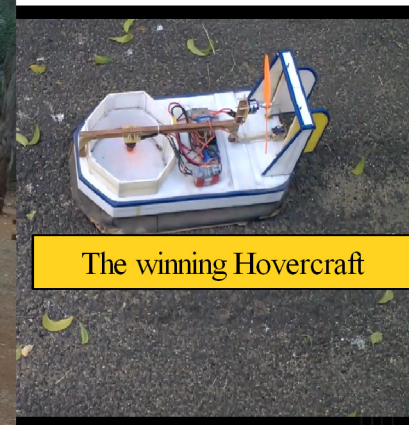
It was an enthralling two day festival at NIT Trichy as pragyan got underway. Students interested in all kinds of fields saw a great platform in pragyan to showcase their talents. Some students from our college too, were a part of this grand event. Being a government based institution; it offered handsome prize money for various events which lured many students.



One such event was HOVERONE, under the category of Core engineering events, whose purpose was to test the hovercrafts of different teams on various ground/track conditions.

Teams were supposed to build a hovercraft within given limiting rules and it required a good pilot to fly it under testing conditions like sand, walls, cavities, gravel, tunnel , ramp and water.

WINNERS: Team from 2nd year MECH: (from right) S.B Nivedh Kannaa , P.R.Shivaram



Entire MECH Team: (from right): P.R.Shivaram, S.B.Nivedh kannaa, Arun, Danoj kumar, Arun karthick

About 20 teams from various colleges, like- 4 teams from NITs, teams from Amritha , a professional team from Madras Flying Club and other competitive teams participated in the event. Two teams from SSN made it to the event. HOVERONE was conducted in two rounds. First, an eliminative round in which the teams have to complete the given track of well-rolled fine sand in the least possible time and second under testing conditions mentioned already which was based on a checkpoint type evaluation of the performance. The two teams from our college were: 1. P.R.Shivaram and S.B.Nivedh kannaa (2nd year Mech.) and 2. Arun, Arun karthick and Danoj kumar(3rd year Mech). Top ten teams from first round, conducted on 8th march 2014, were selected for locking horns in 2nd round which was held on 9th march 2014. Team from 3rd year of our college emerged first in the first round, completing the track in just 25 seconds and like a boss, they qualified for 2nd round. Team from 2nd year somehow managed to get through to 2nd round by finishing 7th and completing the track in 44 seconds.

With all teams from NITs, and a team from Madras flying club and both teams from SSN in the final round, a fierce competition was expected. Two trials were given for each team and they had their chances in the order of winning the previous round. So, team from third year had a go first up. They started very well, but unfortunately, their craft couldn't cross the gravel section and they had to halt the first trial without finishing the track. Other teams too, had similar problems but with other sections like ramp, tunnel, water and first 6 teams couldn't complete the track. The maximum allotted time was 8 minutes. The 2nd year team, after facing a lot of unexpected malfunctioning of their crafts even before their first trial, somehow managed to get to the track for their first trial. They started well, went through sand, walls, cavities and gravel comfortably. They faced some trouble in the middle but they sorted it out in the timeout and they gave a surprise to everyone by becoming the first team to complete the track in Just 6 minutes! It was a great run by them and coordination between the two members was impeccable.

It was time for the second round, with only one team completing the track so far. 3rd year team gave their second shot and it was really a damn good one. They almost completed the track in just 4.23 minutes but they got their motors damaged by water due to which they had to halt again, just before the completion point.

Only one other team that of MFC, completed the track in 7.51 minutes. Without even having their second trial, the Second year team from SSN were declared winners of the event and bagged a cash prize of Rs.20000! Second position belonged to MFC team with Rs.12000 as cash prize. The Third year team from SSN emerged third with cash prize of Rs.8000.

So it was a dominating performance from SSN at NIT Trichy and SSN aero team proved themselves worth of being recognized as fierce competitors. Both teams helped each other, encouraged each other and brought honour to the college, Mech. Department and of course the SSNAERO club.

In Hovercraft design competition at Amrita Institute, Coimbatore,
Arun Karthik and Danoj Kumar of III Year won the First prize.
Radheesh of Final Year won the Third Prize.

In Brief..



Mr.K.Subbaiah,Asso.Prof completed Ph.D Public viva-voce examination at VIT, Vellore, on 5-3-2014.

Dr.K.S. Vijay Sekar, Associate Professor, arranged for a Product training session on Dynamometers (turning, milling and drilling) for the benefit of PG Project students and Work shop personnel from Mechanical Department. (4-6 March, 2014)



Dr.A.S.Ramana co-authored paper on Experimental investigation of the LHS system and comparison of the stratification performance with the SHS system using CFD simulation is available online and would be published in



Research paper authored by Hari Krishna KL titled "Friction stir and Gas tungsten arc welding of ZM21 Magnesium alloy" was published in the journal "Advanced Material Research", Trans Tech publications, Switzerland.

Dr.K.S.Vijaysekar achieved second place in SSN Staff Chess competition

Dr. N. Nallusamy, Professor & Dr. A. S. Ramana, Asso. Professor attended one day workshop on Advances in Energy Storage for Energy Management and Broader Use of Renewable Sources organised by Institute for Energy Studies, Anna University Chennai at CEG Campus, Anna University, Chennai on 27.3.2014.



Student activity

A paper by PG students, K. Gobivel and Y. Allwin Roy, titled "Finite element simulation of the machining process with CFRP material" has been accepted for presentation at ICIET 2014, Int. Conference, Organised by KLN Madurai and co-authored by Dr.Vijay Sekar KS and Dr.S.Suresh Kumar



Balaji.V.R, Ganesh.P and Kali Avudaiappan.A (II Year UG students) presented a paper titled "Development of AA6061/SiCp Metal Matrix Composites by Conventional Stir Casting and Ultrasonic Assisted Casting Routes – A Comparative Study" co-authored by Mr.L.Poovazhagan, in the "International Conference on Recent Advances in Mechanical Engineering and Interdisciplinary Developments" (ICRAMID '14) held on 7 & 8 March 2014.

Student awards



Roopan Doss .T.T.B, second year B section, (Member of college Dance team N2k), Won 2nd place in VIT Culturals, 3rd place in Deepwoods MCC, 2nd place Ignite LOYOLA and 1st place in FESTEVE WCC

SAMEERA KUMAR, second year B section, (Table Tennis Player) Won 3rd place in All India Inter University held in kolkata , 1st place in National level tournament in GEC ,Vijayawada 1st place inNational level Inter Collegiate tournament at GWALIOR 1st place in National level Inter Collegiate tournament held in V.N.R.V.J.E.C ,Hyderabad



Arjun V, of second year A section, Double Gold medalist and bronze medalist in National Level Karate Championship 2014 in Kata and Kumite held in Bangalore.

Subramanya Siddharth second year B section, Won SVCE Trophy and came as Runners in Sai Ram Trophy in Cricket.

SAI TANUJ.M, second year B section, Won GOLD Medal in Tamilnadu inter engineering sports (TIES) Badminton

Workshop by students

A Glider workshop was conducted by senior students as part of the **BLP-Basics learning program**, on 4th and 5th of March. Radheesh, one of the founder trainer, reflects...

Finally the journey of mine in Aeromodelling at SSN has come to a halt with a smooth landing with this 3rd Workshop on Chuck Gliders. With an enthusiastic participation from 70 members from the first year Mechanical, the workshop was piloted for two days with 3 sessions on each day.



Radheesh



The students were really vehement and enjoyed the way we worked with. I thank all my juniors who coordinated for this workshop and making it a grand success. I really had a great occasion with my team members as well as the Future pillars of “**SSN Aero**” **Thamil Mani, Srinath, Ashwin** and all others throughout these years. This workshop seem really a special one to me, not just because of my final one also I feel this is as the best of all the previous ones.

And last but not the least I am really grateful to our Faculty coordinator **Dr.K.S.Vijaysekar** . Also my seniors and forefathers **Samayaraj, Ram Kiran & Vivekanad** without whose support the team wouldn't have formed. I wish my team a very good luck for their future endeavors and always carry out the motto of “**Sharing What We Learnt**”, I hope you guys will take this to greater heights.



Even sky is not the limit for us.....Good Bye.. from Radheesh..

Workshop by Faculty

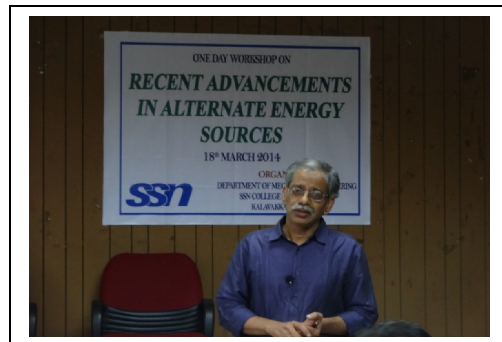


Dr. N. Nallusamy, Dr. R. Prakash and Dr. S. Rajkumar organized a one day work shop on Recent Advancements in Alternate Energy Sources on 18-3-2014. There were 76 participants (60 external participants + 16 M.E. Energy Engg. Students). The participants include faculty, UG and PG students and research scholars from various engineering colleges in and around Chennai.

The chief guest, Dr. Pramod S Mehta, Professor of IIT Madras, inaugurated the workshop and presented a lecture on “Promise of Biodiesel as an Alternative Fuel”. He talked about the necessity of using alternative fuels in internal combustion engines. He also emphasized the need for exploring the effective use of biodiesel as an alternative fuel in the engines. His research works showed that biodiesel will be one of the promising alternative fuels for I.C. engines.



The second lecture was given by Dr. N. Vedaraman, Senior Technical Officer of CLRI, on “Recent trends in Renewable energy sources”, which focused on the possibilities of various renewable energy sources viz., bio-mass, solar energy and bio-fuels as potential energy sources for the decades to come.



The third lecture was presented by Dr. M. Suresh, Associate professor of SSNCE on “Cooling systems in Green Buildings”. The buildings which use the renewable energy resources for power and or refrigeration are known as green buildings. He explained about the various refrigeration systems using solar energy.



The fourth lecture was delivered by Dr. N. Saravanan, Senior Manager of Mahindra & Mahindra, Chennai on “Hydrogen as Alternate fuel for I.C. Engines”. The informative lecture contained the use of hydrogen and fuel cell in automobile vehicles. He presented about the hydrogen vehicles that are being under research in Mahindra. They achieve nearly zero emission vehicles

through the use of hydrogen as an alternative fuel in I.C Engines.



The workshop was very useful to the participants and those who are working in the area of alternate energy resources. A good feedback was received from the participants about this workshop. Finally the certificates were distributed to the participants.

Workshop by Industry Institute Partnership Cell



Mr. Sivagnanam on Industrial Practices

AICTE (IIPC) sponsored workshop on "Personality Development and Industrial Practices" – March 18 and 19, 2014.

A workshop on "Personality Development and Industrial Practices" was organized by Dr. N. Lakshmi Narasimhan for about 250 students across various departments of our college on March 18th and 19th, 2014. The workshop was organized under the aegis of AICTE - IIPC scheme. The workshop covered both training as well as lecture sessions for the students on both days. The sessions were handled by Dr. N. Lakshmi Narasimhan and two other invited external experts - Mr. S.

Tips for improving intra personal and interpersonal skills, performance in interviews, communication, people skills, etc. were covered in the personality development session. A group task was assigned to the students on both days to assess their problem solving skills. The afternoon session on both days covered the best industrial practices applicable for any type of industry. Overall the feedback of the students received was overwhelming and they found the workshop very much useful and informative. They responded requesting many such programmes to be arranged in future as it addresses the current needs and expectations on fresh graduates in an industrial perspective.



Mr. S. Muralidharan on his Personality Development Address



Dr.NLN
The organiser



The engrossed audience...

Mr.S. Muralidharan-Was instrumental in creating an online varsity on softskills (year 2000) in collaboration with international experts across the globe, and with support from Indian industrialists, viz., S.K. Birla, Adi Godrej, Shiv Jadia, Ramesh Vangal and others. implemented and embedded curriculum of softskills in various Indian universities.

Mr.D. Sivagnanam-is an Electronics & Communications Engineering graduate, having about 15+ yrs of varied technical & implementation experience, as well as technical pre-sales solutions development/support in telecom field, for turnkey project implementation & management, with international exposure. Until recently, was engaged with Nokia Siemens Networks (I) Pvt. Ltd. as its Project Manager

Guest Lecture 3 & 4

Under the guest lecture series of our SAEINDIAcollegiate club, the third and fourth lectures were arranged for our students on Mar 6 and 7, 2014 by Dr. N. Laskhmi Narasimhan, Dr. M. Nallamohamed and Dr. R. Prakash in association with SAFINDIA.



Dr.NLN, Dr.Nalla Mohamad, Dr.Prakash



Mr. Tank. Sanjay, General Manager (Homologation) of Mahindra delivered a talk on "Regulatory requirements for automobiles in India", on March 6th. The first part of the lecture covered the basic understanding needed on Automotive regulations with an overview on BS III and IV norms. The next part addressed the Automotive safety model emphasizing the safety regulations and its dimensions. The third part of the lecture covered the aspects of regulatory requirements for Brakes (IS 11852) and the Trends in Braking systems such as ASR (Anti-Slip Regulation), Traction Control System (TCS), Brake Assist System (BAS), Lane Departure Warning System (LDWS) and so on. The lecture concluded with a brief note on crash testing, its importance, and a note on Environmental Protection Requirements. The lecture was well received with a volley of interesting questions from the audience.

Mar 7, 2014:

Dr. Arunkumar M. Sampath, General Manager Monocoque Platforms of Mahindra, delivered a talk on Engine Noise, Vibration and Harshness. The lecture started with an awesome introduction on the physics of Acoustics covering octave bands, sound quality, human hearing systems, sound quality metrics and Articulation Index (AI). The next part was on the sources of noise in passenger and hybrid cars. The lecture concluded with a brief note on noise pollution, its effects and regulations. A short video on sound recordings and analysis for different cars was presented by the speaker. It was both the wit and wisdom of the speaker that kept the entire lecture session live and reverberating.



Mr.Sanjay Tank-Mechanical engineer from College of Engineering, Pune.Has also done Management Programme for Technologists from IIMB,Joined Mahindra & Mahindra Ltd in Product Engineering department in 1984 as trainee engineering. Since then has handled various system design assignments for vehicles, which includes seat design, Body system design, Body trim design, and Vehicle Integration. Exposure to complete product development process.Was project leader for development of Scorpio variants and was deputy leader for a vehicle project intended for US. Recently heading the Vehicle Homologation group in Auto division of Mahindra & Mahindra Ltd.

Dr. Arunkumar M. Sampath obtained his M.B.A with distinction from Lawrence Tech University, Southfield, Michigan in 2008, Ph.D. from the University of Maryland, College Park in 1997, M.S. from Villanova University, Pennsylvania in 1993, and B.Tech from Indian Institute of Technology (IIT) Madras in the year 1991. He is currently employed in Mahindra & Mahindra Ltd as GM, Monocoque Platforms. He previously worked for Automotive Infotronics Limited (AIL), a 50:50 JV between Ashok Leyland and Continental AG as Head – Business Development & Sourcing. Earlier, he worked as Project Lead for the NVH Development in Hybrid Vehicles at Daimler Chrysler Hybrid Development Center in Troy, Michigan, USA- a JV between Daimler, Chrysler, GM, and BMW. He is currently elected as a Managing Committee (MC) member of SAEINDIA and also the Vice Chairman of SAEINDIA Meetings & Expositions Committee. Earlier, he served as the Chairman of SAEINDIA Southern Section from 2011-2013, as Vice-Chairman from 2010-2011, and as Secretary from 2009-2010.

Placement Efforts

Placement Effort-1



Mr. T.K. Srinath (Group President HR, TVS Tyres) , who visited us in Feb 2014, continued his interaction with our students and in March, after a presentation by students and personal interview, offered internships for five PG Manufacturing students, at TVS Sri Chakra tyres, Madurai. There are bright chances that if they perform well during Internship, they may be absorbed in regular positions.

Our thanks to Mr.TKS, who took this to completion so quickly.



Placement Effort-2



On 18-3-2014, TCS officials made a presentation to students of SSNCE indicating the areas of operation of the 'Global Engineering Services' team. They gave a good idea of the current trend of outsourcing happening in the engineering services domain and its implications for the IT industry and for young engineering graduates.

In continuation, they have offered internships to students who compete and win in a competition. Third mech students had a good interaction with the team and have again impressed upon them that they should consider coming as a core company -separate from the bulk recruiting TCS team.

Pain-storming In & around our everyday life.

Task 1:

Observe human pains for a week. Go out into the world to listen for and observe dissatisfaction. As you observe take photos or a 5-10 minute video of people performing everyday tasks. mention your links of Instagram or picasa for photos and your YouTube links for videos in the description of your Idea for this challenge.

Tip: To observe human pain, be on the lookout for Problems / Glitches / Hitches / Difficulties / Snags / Complications / Irritations / Frustrations / Apprehensions / Bugs / Anomalies / Faults / Troubles / Worries / Fears / Concerns / Anxieties etc. in & around your everyday life.

Attention: Third Year students- Can you attempt this contest?

E.g. Roommate's alarm waking you up at early hours

Task 2:

Watch the resulting pictures/video multiple times, and in different ways (B/W, with someone else, etc.). Take notes on your observations. Keep an eye for potential opportunities for improvement or even a new product to reduce the observed pain(s).

Post all the potential opportunities where an innovative solution may generate value and briefly explain what will that innovative solution will be. Encourage your peers to comment and vote for your observations and solutions.

Tip: If required, you could use the template provided in references below in understanding the pains better.

Evaluation Mode

Evaluation would be done through peers voting for the ideas and TCS juries.

Beyond our usual guidelines we will be on the lookout for: the interest and efforts you have put; how much your work impacts daily life; the quality of your observations, your effectiveness to convey ideas, Novelty, Desirability and feasibility of your solution etc.

Dead line: Post your images/videos links, your observations and brief overview of solutions as an Idea to this challenge by 22/04/2014

Industrial Visit to Ford

37 students of third year Mechanical Engineering accompanied by two faculty members, Mr. KL.Hari Krishna and Mr. B. Jayakishan were on an Industrial visit to Ford Motors plant. Chennai on 18-3-2014.

At first, an introduction was given to the students regarding the various operations carried out in the plant prior to the assembling of the car and were given an insight to the various safety protocols which were implemented and strictly followed in the plant. After the first session, the students were taken around the plant and were shown the various processes. All the operations were grouped under five major categories: Blanking, Stamping, Body Shop, Paint Shop, and Assembly Line (TCF). In the Blanking division, sheets of steel were cut into the desired dimensions of the various parts of the respective car models. These sheets are then taken to the Stamping shop.



Here, different set of dies are used for different car models. Each set consists of five dies – one each for trimming, punching, shaping, flanging, finishing. Semi automatic presses are used for this process. The sheets are then taken via conveyor belts to the body shop where the sheets are welded (Automated) together to give the actual shape of the car.

A total of 82 robotic arms are employed which carry out resistance spot welding to weld the sheets together. The Assembled body is then inspected and taken to the paint shop where it is given three layers of coating and the process employed is wet painting process which lowers the emission. The painted body is then taken to the TCF line – Trimming, Chassis, and Finishing Line. The TCF line has a total of 480 workstations through which the body goes through to come out as a new car. Conveyor belts are used to carry the car to each station and are automated. The stop time in each station is 90secs. For a body to go through the entire TCF line, it will take a minimum of 4hours. An Inspection zone is kept after every 15 workstations. The production capacity of the plant is 280 cars per shift and there are two shifts in a day for the TCF line and 3 shifts for repair and maintenance. The TCF line has a separate sub assembly for Engines and all the parts used are indigenous to Ford. The annual capacity of the plant is 240,000 cars and 320,000 engines.

The Visit was really informative and useful for the students and they had a chance to see the practical applications of various processes like punching, blanking, etc and they also got to know the working of a reputed industry, known for its assembly line concept, works. The students were also fascinated to see the parts being welded by robotic arms. On the whole, the visit was really useful.

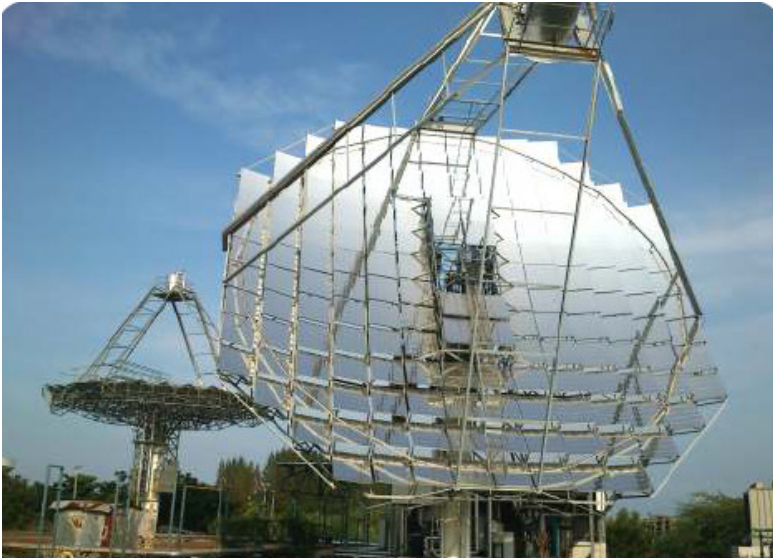


HariKrishna



Jayakishan

Industrial visit to Turbo energy



Dr. N. Nallusamy, Professor along with Associate Professors Dr. M. Suresh, Dr. R. Prakash and Dr. A.S. Ramana visited TVS Turbo Energy, Paiyanor, Chennai on 28 February 2014, along with the team of GSCM workshop participants, thanks to Prof. Gopalakrishnan, MBA, organiser of the workshop...

TVS Turbo Energy is a leading supplier of turbochargers to many automobile manufacturers in India.

Mr. Viji, Project Engineer at TVS Turbo Energy explained about the solar cooling system features and some of the green building initiatives undertaken by the company. The office building cooling system is powered by vapor absorption machine. The hot water from solar concentrator dishes similar to the photo shown above drives the absorption machine. The conventional compression cooling system is energy intensive. In solar absorption cooling system, the availability of solar radiation is in coincidence with the cooling demand and consumes lesser electrical energy. Hence solar absorption cooling system is a promising potential for reducing energy deficit. Some of the other green initiatives are minimum consumption of electricity for lighting during day time by utilization of day light, solar street lighting, minimum water consumption, reduced solar heat gain. The visit was useful and informative. Incorporation of such green initiatives in different industries would significantly reduce the electrical power demand in our country.

Attended a Workshop... Vimal Sam Singh writes...

WORKSHOP ON GREEN SUPPLY CHAIN MANAGEMENT, SSN SCHOOL OF MANAGEMENT



The SSN School of Management in their effort to bring about an increased awareness on Green Technology and its impact on Supply Chain Management organized a two day workshop on 'GREEN SUPPLY CHAIN MANAGEMENT' on 27,28 Feb 2014. 'The Industry's perspective of "Green" in Supply Chain Management' was dealt in detail, along with the challenges in implementation of Green SCM and the various ways to address these challenges. Mr T M Mallik of the Indian Institute of Packaging spoke on 'Green packaging' and the use of renewable resources in packaging. This helps to avoid the use of toxic materials and the adverse effects on atmosphere/climate due to toxic packaging could be brought down by employing aspects of green packaging.

He spoke of the various departments in Indian Institute of Packaging that were available for students wishing to pursue courses. Sessions highlighting the wealth of resources in our oceans and the importance of ocean as a source of energy were also delivered. The principle and advantages of Ocean Thermal Energy Conversion (OTEC) system which can be a major energy resource that traps 'free-gas' below and gives double the fossil fuel energy were stressed. The need for extensive research and advanced technology to harness the resources of the ocean was emphasized. The issues and advantages of the implementation of Green Procurement, Gpolicy in organizations were dealt by studying real time examples like the facets of Green IT-Reliance ADAG. The workshop concluded with an industrial visit to Turbo Technologies to have a hands-on learning on Green manufacturing. Solar Air conditioning systems in the unit has given the organization a US -Green building Certification. Storing goods in bio degradable polymers were done to implement Green in their supply chain. The workshop thus threw light on the most important and trending topic of Green and its implementation across various organizations.- **R.VIMAL SAMSINGH**

Student voice-Nikkin writes..on the workshop he attended at IISc



This is about the one day workshop at Indian Institute of Science (IISc), Bangalore titled 'Workshop on Computational studies' that I had the opportunity to attend on 21st March 2014. I wish to share my experience with you all. Though it was a one day workshop, It was unlike any other and the amount of information and knowledge imparted to the students were remarkable.

This is not the kind of workshop where you pay a fee and get the privilege of being in a place where knowledge is shared, which you thought is tough to understand outside. This was a workshop for free in all respects. I paid no fee, I got my travel charges reimbursed and I was provided with free accommodation and food. There was a selection process in which they picked around 50 students from all over India. One of my friends, Arun recommended that I apply for it after having a look at its advertisement on the library notice board.

Computational science is concerned with constructing [mathematical models](#) and [quantitative analysis](#) techniques and using computers to analyze and solve [scientific](#) problems. Simply put, it bridges science (includes engineering) with computers. The workshop was conducted by the SERC (Supercomputer Education and Research Centre) at IISc.

It provides a state-of-the-art computing environment, which compares well with the top computing centres anywhere in the world. The facilities include supercomputing high performance systems like the IBM BlueGene, Tyrone cluster, Tesla cluster, Fermi cluster with all necessary software packages also connected by a strong network within the campus. The justification of how Mechanical Engineering is related with computational science can be realized when we dwell into CFD, FEA, Matlab or say whenever we use our computers to do any analysis. The supercomputing facility helps to do complex and large data analysis which is impossible to perform on a standard desktop system even for the duration of a human lifetime.

The workshop started off with a series of lectures on the overview and trends of computational science, parallel computing and numerical methods for the scientific computing. Then, we had a guided tour of the SERC computational facilities where I had the opportunity to look at supercomputers- rooms full of arrays containing processors and storage devices kept in an optimal condition of 18 degree Celsius for the best performance. Then, we had a lecture on Medical Imaging and how to handle big volumes of data in any analysis.

There was a presentation on the structure of M.Tech program at SERC. During the workshop, much importance was given to the applications of CFD in Aeronautical Engineering & Mechanical Engineering and how it is starting a whole new era of simulation and testing even without building a prototype, while competitive designs can be analyzed with supercomputers and best among them selected for prototype testing, which hugely reduced the money spend on building different prototypes.

If you like computers, programming, analysis and research, the SERC at IISc is one of the best places you can find in the world, to study computational science. **[The applications for SERC M.Tech program are still open](#)** and you can have a look at the following links to know more about SERC and how to apply for it.

<http://www.serc.iisc.ernet.in/>
<http://www.admissions.iisc.ernet.in/>

Overall, it was a wonderful experience and I had the opportunity to interact with some great minds. A humble suggestion to my fellow students is that we must dwell into all the fields of science and engineering to know what really kindles us.

[Passion is something we find only when we search for it. Find yours and work on it!](#)

Alumni Mail-1

Seshadri provides internship info...



GET at Ashok Leyland Ltd.

I am very glad to inform that there is an Internship opportunity at Bharat Benz. Please pass on this information to third year students who are interested in Automobile sector.

All they have to do is send their well organized Resume to the below mail id. Our college is in the preference list of BharatBenz and hence this opportunity. The other eminent institutions listed are IITM, Anna University Guindy, BITS Pilani, MIT, Etc. Please ask the 3rd year students to send their resume to this id :

sasikala.g@daimler.com

Alumni Mail-2

D.Karthik on his MBA at IIM, Ahmedabad...



Placed in HSBC, Mumbai, specialising in finance and mktg.

The 2 years I spent at IIM, Ahmedabad was a life-changing experience. Right from the beginning, we were put in an environment under high stress and the pressure to perform.

Added to it is the fact that most of the subjects there were completely new to me (Accounting, Economics) and it was the first time away from home for me.



The case method was a very new experience and though many of us found it tough initially, it grows on you and this method is the closest any academic institution can get to the actual situations in the outside world.

The build-up of pressure peaks at the time of summer placements which happens in the middle of first year (or PGP 1 as they call it). By the time, one finishes first year, he/she can safely say that 85% of their MBA is completed. It is often said there that one doesn't 'finish' PGP 1, one 'survives' it. It drags you out of your comfort zone and gives you the confidence that you can face any kind of tough situation in the future.

Second year (or PGP 2) is more of exploring oneself and choosing subjects which interest you and which you want to explore. Subjects are allocated to students through a dynamic bidding process and I took subjects mainly in the finance area, as my interests lay there and some courses from other areas to diversify my profile.

Apart from academics and the rigour, IIM A is about the peer group. Bump into any student, you will find a gold-medallist from IIT or a national chess player. Meeting such people, having discussions with them, and getting their friendship are the most important takeaways for me from this institute.

For all aspirants out there, my message is to **come with an open mind and be ready to be pushed**

Karthik took the pain to visit us after completion of his Post graduation, thanking his faculty for all the support. It was a good gesture to be in touch

Alumni Mail-3

Nitin Krishnan reflects on higher studies

Excerpts from his mail to Dr.N.LakshmiNarasimhan



Dear sir,

I am currently doing M.Sc. in Automotive Engineering Technology (Specializing in powertrain and control), in Eindhoven University of Technology , Netherlands. Shashank suresh is also studying in my class.

It was tough in the starting. Because **we were scared after seeing the extent to which these guys use mat lab. They were using it like we use a calculator.** That time we remembered your words. You always used to tell us that Masters will be tough without knowing mat lab. Your words were hundred percent correct. I had to put lot of efforts to learn that and manage with the studies.

Seniors scared me saying that it is tough to finish within two years. But after a quite bit of hardwork. I cleared all my papers in first quartile and second quartile also. Here it is quartile system. We have four quartiles in a year . I have good GPA here. I have 7.8 till now which is good here.

I study the practical applications of every concept we learnt in Bachelors. Now I feel that I could have studied those bachelor subjects in the same way I am studying right now. But its never too late. I am learning lot of things here and its good. Thanks for everything sir. Thanks for adjusting with me in your project sir.

Best Outgoing student of SSNCE..from mech

Girish, was adjudged as the best outgoing student of SSNCE this year.

For mech, this is the fourth consecutive year that we win this award.

He has been an all rounder with a good CGPA , excelling in sports, very serious about internships -winning the opportunity to do an Internship at Vikram Sarabhai Space Research Centre,- active in research papers in conferences, singing his way into many cultural festivals.. no surprise that he won the best student award.

We wish him a glorious career ahead.



Girish

Forthcoming Event-1

ARAI, in association of SAE India and NATRIP has organized next edition of SIAT, viz. Symposium on International Automotive Technology, 2015 (SIAT 2015) at ARAI, Pune, India, from 21-24 January, 2015.

Timeline for submission of paper abstract is 30th April 2014. SAE Paper style Guide can be had at the site/
<http://volunteers.sae.org/authors.htm>

Forthcoming Event-2

Institute for Energy Studies, Anna University Chennai is organising INDO – US Workshop on “Advances in Solar Energy and Utilization – Fast Forward with Solar Mission” on 7th & 8th April 2014. As a part of two days workshop, the organizing committee encourages the research scholars and students to present their posters and technological innovations in the field of Solar PV Energy Systems and Solar Architecture. Interested participants can send their posters for presentation and one page write up regarding the technological exhibition on or before 4th April 2014 to energysolarindia@gmail.com. Selected participants for poster presentation and technology exhibition will be intimated through email on 5 April 2014. The best exhibits and posters will be appreciated with certificate and cash award. Source : www.annauniv.edu

Amazing Innovations

UK-based Green Spirit Creations is the latest team to try its hand at paper-based lighting solutions. Seeking out discarded materials from local shop-owners, its stylish household lamps are made from 100 percent recycled cardboard (bulbs, wiring and switches aside).



The Cover Lamp is a two-dimensional replica of a typical table lamp made from cardboard boxes retrieved from local stores. The company says that the idea was born out of a desire to create environmentally-friendly products and saw the cardboard the shops were throwing away as an opportunity to not only recycle materials, but minimize transportation waste and material re-processing.



The Golden Cube is, as the name suggests, a cube-shaped lamp and uses cardboard cut into intricate maze-like patterns and a 100 percent recyclable plastic casing to house the bulb.

Green Spirit Creations isn't limiting its inventive uses of recyclable materials to lighting solutions only, however, with its product range including a cardboard wine rack, a jean bag made from old jeans and a pendant lamp made from plastic cups.



Cardboard wine rack.

More info at <http://www.greenspiritcreations.com/>

Corporate Wisdom 4- Get off the wrong bus

Attention-those who are thinking of switching jobs..



Mr.R.Ramakrishnan,
President,
Mytrah Energy



Gail Kelly is a 57 year old South African who has risen to become the CEO of Westpac -Australia's second largest Bank. She is one of the wealthiest people in Australia today. Gail Kelly surprised many when she hit her target of having women fill 40% of top managerial positions at Australia's second largest bank two years early.

The CEO, who describes her leadership style as personable, direct and consistent, oversees \$675 billion in assets, market capitalization of close to \$80 billion and a staff of 36,000. She says her biggest lesson as CEO has been placing the right people in the right roles and then holding them accountable. 2013 SPOTLIGHT: The bank reported a 10% jump in first half cash earnings to a record \$3.5 billion in May.

Born in 1956, Gail had an ordinary upbringing, culminating in a degree in Arts. At 21, she got married to her college sweetheart, and when his work took him away to Zimbabwe, she moved too. They came back a year later and Gail took up a job as a teacher in a government school.

All she remembers from those days was the bunch of difficult students she had to manage. She vividly recalls getting angry with a kid who had left his jersey inside a sports room she had just locked up. "I felt ashamed of myself for screaming at the little kid. I was allowing my unhappiness to affect who I was!"

Next day, as she sat in the school bus, she wished the school didn't exist. She hated the thought of going back to school. She decided she must do something. And she did.

She got off the bus

And that was the turning point in her life. She applied for and got a job as a teller in a bank. She did well, and soon got promoted into a role in HR. Some years later, at age 30, and pregnant with her first child, she enrolled for an MBA. After completing that, she went back to work for the same bank, and her career continued to zoom. She was soon pregnant again – and was surprised to discover that she was carrying triplets. Five months after the birth of her threesome, she was back at work. Back to doing what she enjoyed doing.

To provide for a better future for their children, Gail and her husband decided to migrate to Australia – at the age of 41. She went to work for a bank there. And the rest as they say is history.

Gail credits her success in life to a lot of things:

Passion. Hard work. Her MBA degree.

- A supportive husband. Fabulous teams. But most of all, she knows that none of this would have been possible if she had not decided to quit her teaching job and 'get off the bus' that fateful day in South Africa.

- **Gail's story could be yours too. Even a school teacher can become the CEO of the country's largest bank.**

- Just do what you enjoy. Work hard. Believe in yourself. And don't allow excuses (no MBA, need to bring up kids, moving locations) to interfere with your progress.



So what's Gail's message for her employees – and for all of us? It's simple. If you are not enjoying the ride – get off the bus. There might be more fulfilling careers waiting for you.

Too many of us spend all our lives in jobs we hate. We hate every minute of it, we complain, we show our bitterness, it affects our performance – and yet we don't do anything to change things. We lack the courage to call it quits. We hesitate to get off the bus.

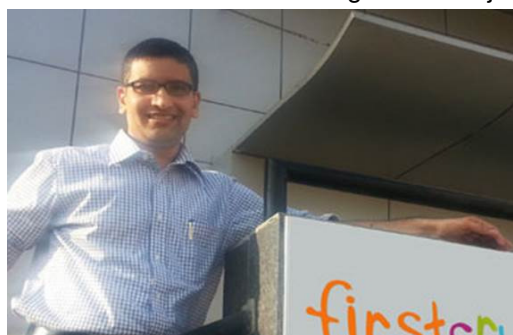
Life is too short to be wasted doing things you don't enjoy. Doing what you enjoy offers you your best chance of success. It also gives you the strength to overcome all odds – like it did with Gail. And it's never, never too late to get off the bus!

So if you are not enjoying what you are doing, do a Gail Kelly. Take the first step. But Beware.....



There is also a flip side to this- there are many amongst us who board the wrong bus. But once inside, we start enjoying the comfortable pushback seats, the air-conditioning, the personal entertainment system and the wonderful companion in the next seat. We push away the recurring thought that we are on the wrong bus, headed to a place we do not want to go, saying “where would I find such comfortable seats? And such wonderful co-passengers? We wonder, “If I left this comfortable air-conditioned bus and moved to a rickety non-air-conditioned one, what would people say? . and with these thoughts we stay put on the wrong bus, going farther and farther away from our destination.

Don't let it happen to you. It is better to be on rickety bus that is headed to the right place than ride comfortably in the wrong bus! You only lose time and cannot reverse clock. You know, you are on the wrong bus and your heart will not be there. If Nothing in current job inspires your heart, then you cannot give your best.



An Indian example...

Supam was a bright young lad who graduated from the prestigious IIM in Ahmedabad. He landed in a dream job – a cushy, well paid start with a high profile MNC –Pepsi Co. A few months into the job, and the glitz began to wear off. As Supam sat on the Pepsi truck in Mumbai selling Colas to stores on the street, he knew this was not quite what he wanted to do in life. The lure of working with a passionate team and fighting the cola wars was strong but Supam's dreams were pointing in a different direction. He got off the Pepsi truck.

Supam embarked on a new journey as an entrepreneur. The big fat salary was suddenly gone. When curious relatives and well-wishers asked what he did for a living, his family could no longer proudly proclaim he worked for PepsiCo. But Supam discovered joy in slogging it out as he and bunch of friends set up Brainvisa. It became a well-respected e-learning service provider. Supam built up the business and later sold it. He then started his second enterprise. FirstCry.com which he hopes to build into Asia's largest e-commerce site for baby products. Seeing Supam smile contentedly, snuggled between diapers and toys in his 50000 sq.ft. warehouse, it is hard to imagine what might have been, had Supam not got off the Pepsi truck.

Life is too short to be wasted doing things you don't enjoy. Doing what you enjoy offers you your best chance of success. It also gives you the strength to overcome all odds.

So if you are enjoying what you are doing, do a Gali Kelly and Supam Maheshwari. Take the first step. GET OFF THE BUS if you think you are on the wrong bus. It will not take you to your destiny what you have envisioned.

With Love.. Ramakrishnan