

Mechanical **Aspire**

Achievements in Sports, Projects, Industry, Research and Education

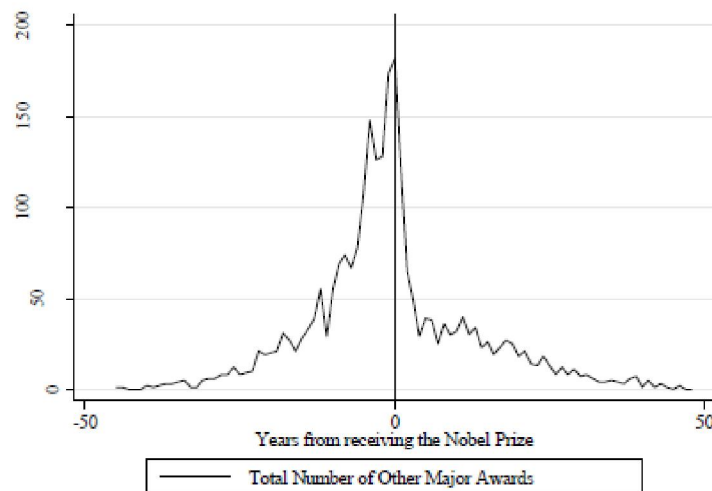
All About Nobel Prize- Part 16

What happens after winning Nobel Prize?

Ho Fai Chan , Laura Gleeson and Benno Torgler of the Center for Research in Economics, Management and the Arts (CREMA), Switzerland, have studied the impact of Nobel Prize in their paper titled,

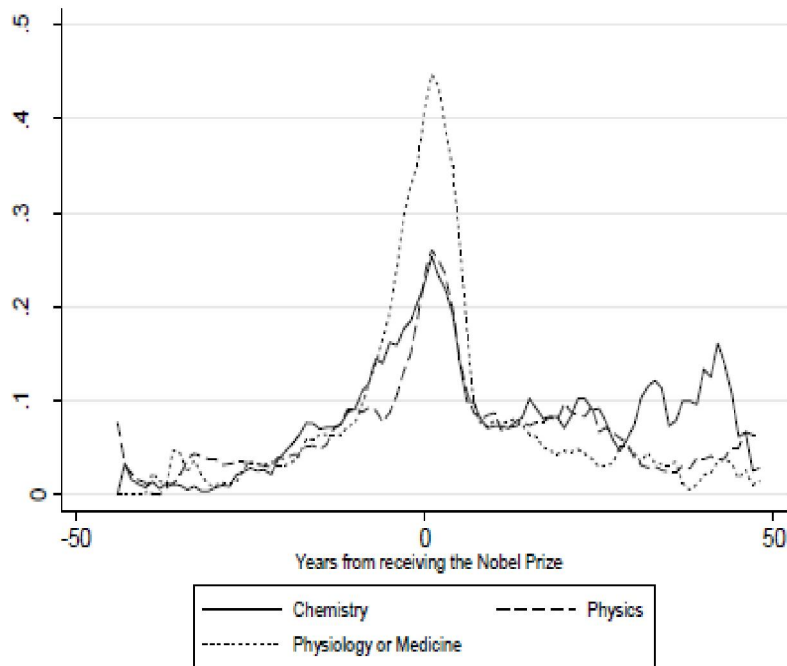
“Awards Before and After the Nobel Prize: A Matthew Effect and/or a Ticket to one's own Funeral?”

This study explores whether awards breed further awards and what happens after a researcher receives the Nobel Prize. The authors collected data on all the 1901 to 1980 Nobel laureates in physics, chemistry and medicine or physiology, looking at the number of awards received each year for 50 years before and after obtaining the Nobel Prize.



The results indicate an increasing rate of awards before the Nobel Prize, reaching the summit precisely in the year of the Nobel Prize. After this pinnacle year, awards drop sharply.

Such a result is also confirmed when looking at the three different disciplines separately and when conducting a random-effects negative binomial regression model. Moreover, Nobel laureates in medicine or physiology generate more awards shortly before and after the Nobel Prize while laureates in Chemistry attract more awards as time progresses.



The article concludes as below:

Perhaps the Academy has an incentive to avoid premature judgments when awarding the prize long after researchers obtained academic fame. Moreover, once a scientist has climbed to the summit of scientific achievements other award providers may have a lower incentive to offer such a personality a further award that could only live a shadowy existence next to the Nobel Prize.

Zuckerman (1996) also suggests that “some organizations actively resist the tendency to have their evaluations in effect preempted by the academies in Stockholm. Thus, a member of a university committee on honorary degrees remarked to me that his colleagues refused to follow along after the Nobel” .

Zuckerman (1996) also reports that laureates are more hesitant to publish work that might be judged as weak, seemingly responding to an increased personal standard and perceived standard expected from others. She cites a physicist who points out: “After you’ve done something good and received such high recognition for it, it’s hard to publish anything without feeling it’s below the stature you’ve gained. It becomes very hard to do anything that you might call pedestrian, and a good many people just quit. At the present time, it’s difficult for me to keep going because of all of this extraneous honor” (p. 229). This suggests it would be interesting to explore what happens before and after a Nobel Prize.

Read the full article at

<http://www.crema-research.ch/papers/2013-09.pdf>

Info to Alumni- Campus Update

March was an eventful month with many activities like Graduation Day, Research Day, Instincts, SYCON and Workshops by Humanities dept .



Dr.P.Balaji

Our college, SSNCE celebrated the 16th annual sports day on 27th March, 2015. Shri. SEBASTIAN XAVIER, Olympian, Arjuna Awardee- Swimming inaugurated the event and distributed the prizes. SSN President Ms. Kala Vijayakumar, Principal Dr. S. Salivahanan, Dean Dr. K. Kasthuri and Director Prof. Srinivasan were also present during the ceremony.

The chief guest gave away the individual championship for men to of Second year Civil Dept and the individual championship for women to K. Subathra of Third year IT Dept. The overall championship went to Final year (Blue house).

The March past shield first place shared by PG dept and Youth Red Cross.

Other Credentials- Our college cricket team has won the winners' trophy in the MGR Cricket Trophy organized by Sathyabama University. This is our Hat trick victory (consecutively for the third time).

Research Day was conducted on March 30th. This time, new awards were introduced for collaborative work. Dr. N. Lakshmi Narasimhan won an award for his collaborative work with Crystal Growth Centre of SSNCE.



Dr.P.Ramasamy



English Department organised a One Day **Workshop** for English Teachers in Engineering Colleges on 3rd March 2015.

Dr. S. Thiruvengataswami

Joint effort towards a Healthy workshop- On the occasion of 30th Anniversary of "**Junior Vikatan magazine**", Vikatan groups and SSN Associations of Tamil Mandram, English Literary Club, NSS, YRC, ISTE, IEEE and CSI organized an awareness program "**TAMIL MANNAE VANNAKKAM**" on **21st March, 2015**. In this program, Film Director Mr. Bharathi Krishnakumar delivered a lecture on "**Historical importance of traditional Indian culture, Self Confidence and Moral Ethics**". This was followed by a lecture by Dr. K. Sivaraman, Dietician and specialist in Siddha Medicine on "**Importance of traditional foods**". This program was found to be highly beneficial for our day today life.

Seminar by Chemistry Department



Dr.M.Mahalakshmi



Prof.V.S.Gayathri

Dr. M. Mahalakshmi, Dr. S. I. Davis Presley and Prof. V. S. Gayathri organised a one day seminar on Nano materials for green processes on March 26.



Dr.S.I.Davis Presley

Instincts



Under the able guidance of Dr.Sunitha Nair, Instincts went off well.
A Snapshot of what happened---

Instincts 2k15, SSN College of Engineering's annual cultural fest, once again saw tremendous success this year. Version 10 kicked off to a great start on 12th March, with Arun Vijay of Yennai Arindhal fame gracing the Inaugural ceremony. The day was packed with events, with participants from colleges all over the city teeming in to prove their mettle. The evening ended with the much awaited DJ night, with DJ's Navz and Kave getting everyone up on their feet to groove to their tunes, ending a fun filled night that no one would forget in a hurry.



Day 2, March 13th was filled with yet more fun-filled events from the Variety, Dance, Music, Tamil and English literary clubs. Reels of Fire, a platform for budding directors, had K.V Anand and Magizhthirumeni as judges. Short-films were screened and the participants received feedback from the amongst best critics in the field. Choreo nite was held on the night of March 13.

The audience were in for a pleasant surprise as renowned choreographer Prabhu Deva honored the event with his presence and obliged the euphoric crowd with a few moves of his own. Both categories, College and Professional, saw tremendous competition with Loyola College's Dream Team bagging the first place in the Professional category. The host team also gave performances in both the classical and western genres. Day 2 of Instincts 2015 also witnessed a car show by Volvo, the title sponsors, which demonstrated the safety features of their luxury, high end cars. The night ended with the organizers lighting up the sky with iridescent lanterns. The floating sky lanterns against the backdrop of the newly constructed iconic clock tower was truly a sight to behold.

The final day, March 14, saw yet more participants for all events held throughout the day. The 'Adhu Ithu Edhu' team from Vijay TV comprising of Singapore Deepan, Ramar, Erode Mahesh and Vignesh Karthik performed in the Variety show and sent the audience in the jam packed auditorium into peals of laughter. The last event of this years Instincts was the pro-show, sponsored by Coke Studio. Sunitha Sarathy, Gana Viji and Naveen Madhav sent the crowd into a frenzy with a brilliantly orchestrated concert. Instincts' decennial year adieu-ed in style as fireworks brightened the sky on the final day. Borrowing from their tagline, It is safe to say that the organisers had shown that with grit, determination and uncompromising team work, they had certainly taken Instincts to 'infinity and beyond'

pls find the link for Pinnacle 2k15 : <http://issuu.com/instincts2015/docs/pinnaclelow>

Inputs from Adityan Karunakaran and Ramakrishnan.KS , Content Development Board Head, Final year Mechanical Engineering

SYCon – SSN Youth Conference:

Thamilmani M from Mechanical B final year writes.... Herewith I've attached a writeup on what happened this year in SYCon, an annual conference conducted by SSN Lakshya, on March 31st, to inspire people to become future leaders.

SSN Youth Conference (SYCon), one of the iconic events of SSN Lakshya (E-cell) is an annual conference conducted in our college, wherein speakers from various fields gather and inspire people. It is open to all college students and corporate people. This year, we had nine eminent speakers lining up for three sessions of three speakers each. Each speaker will talk about 20 minutes each, and at the end of each session, we had a panel discussion thrown open to the audience to interact with the guests and get inspired.

Mr. Gibran Osman, who excelled in silver-screen, on stage, and on TV shows and also a successful entrepreneur, hosted the event and moderated the panel discussions today. There were about 550 plus student registrations and many faculty members were also present for this full day event.

Our first speaker of the first session, **Commodore Shekhar** a defense personnel, and is currently the executive director for two All India companies. Coming from the fraternity of Navy, he indicated how Indians perceive at the marine resources, and stressed the importance to maintain seas, and look them up for the country's growth. He also insisted that all we lag behind is because of lack of youngsters leading up.

He was followed by **Ms. Lakshmi Potluri**, the Queen of e-commerce tells her story of starting up a large e-commerce company, Jabong, and all her way from leaving a well settled Investment Banking job abroad to grab her passion to start something on her own.

The next speaker, **Mr. Vivek Karunakaran**, a Fashion Designer says how vital it is to go about your passion, though the entire world keeps on running behind someone. We had a small panel discussion among the three speakers after which we moved onto the next session, before a short tea break.

The second session started with light musical elements, when we have **Mr. Pradeep Kumar** tells his story of going about music as a passion and getting into film music, after which he choose to be an independent musician, with some melodious songs in the middle.

We had **Dr. Arjun Rajagopalan**; a doctor by profession; owns a firm called ioMedica, tells how engineers can help in disintermediating the medical world with the help of smartphones.

The last speaker before lunch, **Mr. Arun Krishnamurthy** left the crowd spellbound to his talk. An IT professional who quit his job, to save the water resources and environment, tested each and everyone's mettle and their need to give it back to the society. Founder of **Environmentalist Foundation India**, he has involved in restoration of more than 10 lakes in the country, wanted us all let our hands for his help than for applauding him.

After lunch, we had a full musical session by the **STACCATO** band, their journey all through Rio representing India, and in Olympics representing Asia. They also reminded of how it also started way back in Instincts 2008, when they all won the band competition here.

Then we had, **Mr. M Mahadevan** who began his life as a Professor, and now the chairman and MD of successful hotel chains "Oriental Cuisines". He recalled the days when he got down at Chennai Central with four hundred rupees in the pocket, and his formula for us is very simple. *"If he can do it big, then anyone of us also can do it much big."*

Then our final speaker for the day was **Mr. Rajendran Dandapani**, a man who stopped complaining and acted on it. After years of experience as an entrepreneur in startups, he started working on many Educational projects, wherein he tried to do something to improve educational system. He is currently working with Zoho on many innovative projects on education. He explained one such initiative in Zoho, where they take school drop-outs and given them basic classes on programming and made them engineers. He said, 300 out of 2500 engineers at Zoho, have never gone to any college.

And the day ended with a lot of take-away for all the people who have come up. It really inspired us to become leaders in the upfront.

Info to alumni- Dept Update



Dr.SRK



Dr.K.Babu

Invited Lectures

Dr.S.Rajkumar was invited to review a technical paper for the 28th International Conference on Efficiency, Cost, Optimization, Simulation and Environmental Impact of Energy Systems (ECOS 2015) - to be held on 30 June-3 July 2015 in Pau, France.

Dr.K.Babu and Dr.S.Rajkumar, were invited to chair a session in the International Conference on Science Technology Engineering and Management ICON-EMAP 2015 held at Jeppiar Engineering College, on 26th March, 2015.

Dr. B. Anand Ronald, delivered an Invited Lecture on "Hydraulic and Pneumatic Circuits Design" at Velammal Engineering College, Chennai for the students of Dept. of Production Engineering on 18th March 2015.



Dr.B.Anand Ronald

Dr. B. Anand Ronald was invited to chair a session in the " International Conference ICON-EMAP2015" held at Jeppiaar Engg. College, Chennai, on 27th March, 2015. Around 15 papers were presented in the session, where most of the papers were related to Composites and their processing. The co-chair of the session was Mr. Johnny Varghese, Assoc. Prof/ Mech, Jeppiaar Engg. College.



Dr.K.S.Vijay Sekar was invited to deliver two Lectures on " CNC Machines and its applications" and on "Finite Element Analysis and its applications" at Velammal Engineering College, Chennai for the Department of Production Engineering on 11th March.



Dr.L.Poovazhagan was Invited as Chief Guest and Judge for the students symposium "Accelerator 2K15" (Automobile Engineering), which was held at Surya College of Engineering and Technology, Villupuram on 19.03.2015.



Dr M S Alphin has been invited as advisory board expert member for "International Conference on Technological Developments in Engineering (ICTDE'15)" on 9th & 10th April 2015 to be held at Chendhuran College of Engineering & Technology, Pudukkottai.

Prof.V.E.Annamalai was invited to review an article for the International Journal Knowledge Management Research and Practice.



Dr.MNM

Guest Lecture

Dr.M.Nalla Mohamed, Dr.R.Damodaram,& Dr. K.Babu organised a guest lecture delivered by Dr.H.Khalid Rafi, Technical Consultant for Underwriters Lab, USA, on the topic "3D printing /Additive Manufacturing :the next revolution in manufacturing" for the benefit of II year Mechanical Engineering students (4th March, 2015)



DrR.Damodaram



Dr.R.Prakash



SAEINDIA SSN CE Collegiate Club organised the guest lecture for III year mechanical engineering students on the topic "Professional Excellence and Industry Expectations" by Mr.S.Chandar, Plant Production Head, Ingersoll-Rand (India) Ltd. (25th March, 2015)

Beyond Syllabus

Dr.K.S.Vijay Sekar organised a Non Destructive Testing Workshop with live demonstration by NDT academy, Chennai for the benefit of M.E. Manufacturing Students, on 4th March 2015.

Dr.K.S.Vijay Sekar and Dr.A.K. Lakshminarayanan accompanied the I year M.E. Manufacturing Students to IGCAR, Kalpakkam for a Industrial Visit to see their NDT facilities (23rd March 2015)

SAEINDIA SSN CE Collegiate Club organised the hands on Training on Automobile Engines for II year Mechanical Engineering Students. (21st March, 2015)

FDP attended



Mr.K.L.Harikrishna

KL. Hari Krishna and K. Jayakumar attended a one day seminar on " Abrasive Water Jet Machining Process" at Department of Manufacturing Engineering, Anna University Chennai on 14.03.2015. Dr. N. Rameshbabu, Professor, Indian Institute of Technology and Dr. S. Gowri, Professor, Anna University, Chennai inaugurated the program.

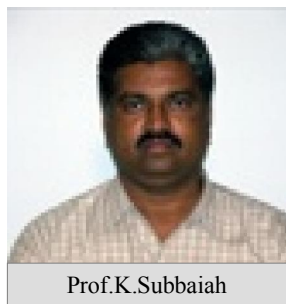
Dr. N. Rameshbabu has delivered lecture on Research opportunities in "Abrasive water jet machining process".



Dr.K.Jayakumar

Mr. J. Srikanth (Research Scholar, Dept of Manufacturing Engineering, IIT Madras) presented his lecture on the Alternate machining process using an abrasive water jet machine.

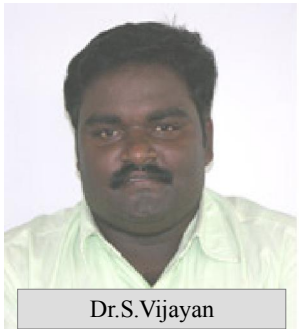
In the afternoon session Demonstration on Abrasive water jet machine was held. Also, we have an opportunity to see the facilities available in the department of manufacturing engineering, which can be utilised by external faculty and students on payment basis for their research work.



Prof.K.Subbaiah

Dr.K.Subbaiah- Attended one-day Seminar on Recent Trends in Metal Casting Technology at Hindustan University, Padur, Chennai.(17th March, 2015)

Research



Dr.S.Vijayan

Dr. S. Vijayan has published a paper titled "Conversion of waste plastics into low-emissive hydrocarbon fuels through catalytic depolymerisation in a new laboratory scale batch reactor", in the International Journal of Energy and Environment Engineering.

Research Activity

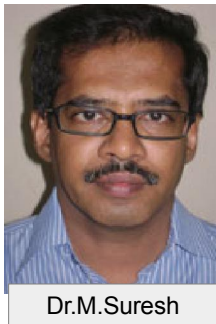
Dr. M.S. Alphin's paper titled "Computer-aided human factors analysis of the industrial vehicle driver cabin to improve occupational health", has been published in the International Journal of Injury Control and Safety Promotion, DOI:10.1080/17457300.2014.992351, (K. Koushik Balaji & M.S. Alphin) Impact Factor 0.544.

Dr.L.Poovazhagan's journal paper titled "Processing and performance characteristics of aluminum alloy-boron carbide metal matrix nanocomposites", has been accepted for publications in Material and Manufacturing process (Taylor and Francis with Thomsom Reuters Impact factor 1.487)



Dr.AKL

The research paper submitted by **Dr. A.K.Lakshminarayanan, Dr. M.Suresh**, Mr. M.Sibi Varshan, titled "THERMAL PERFORMANCE EVALUATION OF FRICTION STIR WELDED AND BOLTED COLD PLATES WITH Al/Cu INTERFACE" is accepted for publication by "The Journal of The Minerals, Metals & Materials Society (JOM) in the special issue on "Friction stir welding and processing", Springer Publication with impact factor of 1.401.



Dr.M.Suresh

Project News

AICTE sanctions two projects

Dr. K. Babu submitted a proposal to conduct an "International Workshop on Advances in Quenching" worth Rs. 11 Lakhs to grants.gov (The U.S. Govt)

Dr.K.Babu received sanction letter for Rs. 9,41,176/- for the project titled "Study of Mechanical Properties & Surface Features of Steels Quenched in CNT Nanofluids" by AICTE , under the Research Promotion Scheme.

Dr.V.E.Annamalai received sanction letter for Rs.5,94,118 for establishing a Design and Fabrication lab, under the "Innovation in Teaching Learning Practice" category of the MODROB Scheme.

Sports

Dr.K.S.Vijay Sekar won the SSN Staff Chess Competition conducted by the Sports Department, SSN.

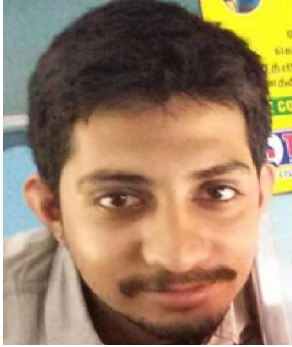
Industry Interaction

Prof.V.E.Annamalai conducted a training program on TRIZ_Innovative problem solving for 25 Management staff of TAFE on 11-3-2015 at TAFE campus , Sembiam. He was invited for a consultancy work of reviewing and assessing the Cross Functional team projects of TAFE R&D on 24-3-2015.

UG Student news

Winning Concept Car Challenge

Akhilnand of Third year writes..



We had won 2nd place in the event Concept car Challenge, organized as a part of Pragyana 2015, the annual techno management festival of NIT TRICHY. We (Akhilnandh Ramesh, M. Jaya Arun Prasanth, A.Kirthivasan) studying third year, had chosen the topic collapsible lightweight chassis (a chassis which can be shrunk or folded in order to overcome space constraints during parking), of the available topics, on brakes, suspension, transmission and collapsible lightweight chassis.

We had designed and analyzed a lightweight shrinkable **telescopic spaceframe chassis making use of Aluminium Alloy for the spaceframe, with an adapter made out of AISI 4130 steel, for effecting shrinkage in length (500mm out of total chassis length of 4200 mm without shrinkage).**

The competition involved us making a presentation of our ideas and we were placed second in the event, winning cash prize of Rs 6500 and 6 months free subscription to the Automobile magazine BS Motoring. We are thankful to Dr.Suresh Kumar sir for advising on going about with our design

Publication in Annexure 2 Journal

Also, our paper titled " Experimental optimization of ethanol gasoline blends for a two stroke commercial gasoline engine" authored by: Akhilnandh Ramesh. Amitesh Jain J, Kirthivasan A, Mr.Ebenezer D , Dr.Prakash R, was presented at " NATIONAL CONFERENCE ON RECENT TRENDS AND DEVELOPMENTS IN SUSTAINABLE GREEN TECHNOLOGIES" held at Madras Institute of Technology, Chromepet on 24th and 25th of march. It is to be published in the journal of chemical and pharmaceutical sciences , listed under Anna University Annexure 2.

Direct Admission to Ph.D. At Pennsylvania State University

I am happy to inform you that I have received a direct PhD offer with stipend from Pennsylvania State university. I have been admitted to the Engineering Sciences and Mechanics department.

Karthik Srinivas



PG Student activities -M.E Mfg II year activities update:

Placement: **P. Saravanmuthukumar** received appointment as Assistant Professor - St. Joseph's Institute of Technology.

Workshops: **Santosh. S** attended the NRB research dissemination workshop on "Friction Stir Processing of Aluminium Alloys and Composites" at IITM, Chennai on 5th March 2015.

Santosh. S attended the two days workshop on "Trends in Non-Destructive Evaluation of Weldments" at Anna University, Chennai on 9th and 10th March 2015.

Industrial visit to IGCAR, Kalpakkam

Report by Alwin B, I year M.E. Manufacturing Engineering



The students of I year M.E manufacturing, SSN visited IGCAR –Kalpakkam on 23-03-2015 as part of their academics. All together 16 students visited and were accompanied by Dr.K.S.VijaySekar, who facilitated the visit and Dr.A.K.Lakshminarayanan. The purpose of the visit was to gain practical exposure regarding various NDT Techniques used in the industries.

The visit started with FBTR (Fast Breeder Test Reactor-Capacity of the FBTR is 15MW) where the students could get detailed information regarding Nuclear reactor, reaction and the extraction of energy from the nuclear process with the help of the prototypes of fuel sub-assembly, heat exchanger (Na-H₂O). Further the students had a discussion regarding various nuclear components such as Nuclear fuel, control rod, heat exchanger coolant etc. Then they visited the plant control room. The students visited the Metrology Lab where they were given demo on various Inspection instruments such as CMM, Profile Projector, Ultrasonic gauge, Surface Profilometer, digital Vernier height gauge.

At NDT – Lab, Radiographic Tests demo was shown. During the demo 10mm thick steel welded plates were tested by using X-ray radiation. During the test, X-ray tube voltage of 160 KV, current of 10mA and exposure time of 5.37 min were set in the control panel. Exposure chart were used to find the above mentioned parameter. During this session, the students had a discussion regarding penetrameters, contrast, definition, developing of exposed film and its interpretation.

At QAD (Quality Assurance Department) the students saw Digital Image Correlate, He-leak test, Infrared thermography and Ultrasonic testing. The students were taught about the principle and working of Digital Image Correlation. They discussed various applications of DIC. Helium Leak Test demo was shown, during which the principle and working of test were discussed.

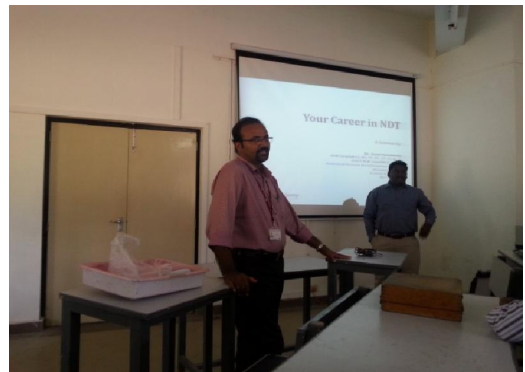
Demo was carried out in fin type heat exchanger. Infrared thermography demo was shown using an IR camera and its principle of working, its application were discussed. A brief lecture regarding ultrasonic testing was given to explain the fundamentals of the test. Later demo was given. During the demo calibration of the instrument was done using IIW block. Various probes such as normal beam probe, Angle beam probe and phased array probe were used. Subsurface defects were interpreted in a welded plate during the test.

We express our profound thanks to Dr. B. Venkataraman, Associate Director, IGCAR for granting permission for the visit and to Mr. N. Raghu for coordinating the same. We also thank the dedicated team of Scientists for explaining and demonstrating the various facilities.

Non Destructive Testing Workshop held on 04.03.15 for M.E. Manufacturing Students

Report By Joshua A, I year M.E. Manufacturing Engineering, Venue: Class room

The NDT academy conducted a workshop for the Manufacturing Engineering students on 4th March 2015, Wednesday afternoon between 1.30 pm to 3.30 pm which was organised by our KSV sir. It was great pleasure for students to have hands on practice with NDT instruments such as Magnetic particle Testing, Eddy current Testing, Ultrasonic inspection, Thermography inspection. And more over the academy briefed about the scope of NDT and placements in the field of testing. The students have learnt how NDT plays a big role in keeping our world safe and also how it is used to test many things we come in contact with everyday. Although students study about NDT in academics, this workshop enhanced the perception of students over this field and gave a better understanding towards the subject. This workshop gave wider option for students to choose the carrier. Students were enthused to see the live working of the instruments and thanked the NDT academy and KSV sir for this wonderful workshop which gave us a practical exposure on NDT.



Research Awards for Collaboration

First recipient
Dr.N.LakshmiNarasimhan writes...

Chiller Unit-1 developed for our Crystal Growth Centre (Year 2010)

A compact chiller unit operating under a conventional vapour compression cycle was designed and developed by self for our Crystal Growth Centre, during the year 2010. The purpose of the Chiller developed was to cool the side walls of the diffusion vacuum pump available at our Crystal Growth Centre. The heat exchanger required for the unit was designed using the numerical code developed by self. The performance of the chiller in the last four years has been good as per the feedback from the research scholars using the chiller unit.



Chiller Unit-2 developed for our Crystal Growth Centre (Year 2011)

Consequent to the successful operation and utility of the chiller unit previously developed, a second Chiller unit (Chiller Unit-2) was developed by self during 2011, for another diffusion vacuum pump available at the Crystal Growth Centre. Compared to Chiller Unit-1, the condenser incorporated was a double stage operating in series for the Chiller Unit-2 and was made a little more compact. The performance of both the chiller units-1&2 in the last four years have been good and appreciable as per the feedback from the research scholars using those units.

Alumni News



Prithiv John of 2009-13 batch visited us on 31st March. He has completed his Masters in Thermal Power and Fluid Engineering, with Distinction, from The University of Manchester, during 2013 – 2014 . Now, he is employed as Graduate Technical Engineer at ABB (Asia Brown Boveri)



ABB is a global leader in Power and Automation technologies, providing a broad range of products and solutions to improve performance and reduce environmental impact for its customers. The ABB group was formed in 1988 through a merger between Asea AB and BBC Brown Boveri AG. Their shares are now listed on the Swiss Stock Exchange, Stockholm Stock Exchange and the New York Stock Exchange. The consolidated financial statements are made in accordance with United States Generally Accepted Accounting Principles (U.S. GAAP). The company creates revenues globally in 100 countries with around 140,000 employees, with the corporate headquarters located in Zurich.

Specialties

Power, Process Automation, DCS, Instrumentation, Discrete Automation and Motion, LV Drives, MV Drives, Robotics, PLC, Motors, Machines, Low Voltage Products, breakers, starters, systems, solutions
<http://www.ABB.com>

Graduation Day Address

Fifteenth Graduation Day was held on March 15th.

Our Chief Guest, Dr.P.R. Vasudeva Rao is now Director of the Indira Gandhi Centre for Atomic Research (IGCAR) at Kalpakkam.

Dr. Rao, who was earlier Director, Chemistry Group in IGCAR, is a specialist in actinide chemistry and, in particular in the area of chemistry of nuclear fuel cycle. He has led many research and development programmes of IGCAR related to chemistry. Under his guidance, its Chemistry Group is pursuing R and D in the chemistry aspects of fast reactor fuels, coolants and control rod mechanisms.

Dr. Rao graduated from Sri Ramakrishna Mission Vivekananda College in Chennai in 1972 and joined the Department of Atomic Energy after graduating from the Bhabha Atomic Research Centre (BARC) Training School, Trombay.

He earned his Ph.D. in actinide chemistry from Bombay University. After initially working in the BARC, he shifted to IGCAR in 1978. He was instrumental in setting up the Radiochemistry Laboratory there. He has won several awards, including the Indian Nuclear Society award in 2007 for his contribution in nuclear fuel cycle technologies. His address.....



Good morning friends. This Institution is not only ISO certified, it is also certified by parents, companies and the community. This is a coveted college in Anna University. Coming to this Institution is a long felt dream for me. When our Organization got the first computer, it was from HCL- and that gave us a glimpse of Dr.Shiv Nadar's passion. I give my respect to him- who drove education and technology to such a large population.

This day is an important transition in your life. Whether you enter a job or become an entrepreneur or start doing research, do well. Remember-education is never ending. You can't stop thinking that education is over since I have got a job. Thirukkural says "Katrathu Kaiyalavu, Kalladhahdu Ulagalavu". I am 42 years into research. I still feel like a student. Only the source of learning differs. You learn from mother, teacher, friends, relatives, children, grandchildren and even from Nature.

College education is not a stepping stone, It is only one step in your intellectual growth. It all depends on how you use the information to gain knowledge or wisdom. It takes a long time to become a wise or knowledgeable person. Once in my project, I was asked to design a high temperature furnace. When I found it difficult because I was a chemist, my boss told me that Engineering is mostly common sense. When you apply what you learn with commitment to the Institution you are employed in and with a passion for further creative learning, you become successful.

Explore whatever means possible to serve the country. There are plenty of opportunities, independent of your discipline of education. Over a period of time, we think that India does not provide opportunities for growth as provided by advanced countries. This perception is not true.

We have the ability to innovate at lower cost. For example, we can cite Mangalyan which was set in the orbit of Mars-in the very first attempt at much lower cost. A sense of pride and faith were the ingredients for that success.

I suggest you look in the net for a lecture by Dr.Mashelkar "On embracing a religion of positivism"
<http://pib.nic.in/feature/feyr2003/faug2003/f050820031.html>

In spite of diversities we have prospered. We manufacture anything from pins to missiles. *IT is not Information Technology- it is Indian Talent.* Our strength is our ability to cater to a large population of India -like conducting elections for such a large population successfully with voting machines. Electronic Corporation of India makes these voting machines.

We have the largest railways in the world. Our Tiffin delivery network of Dabbawalas of Mumbai which caters to 1.5 lakh customers everyday with six sigma precision is a Surprise for the whole world. We have uneducated grass root people creating their own system of marking and delivery which surpasses all the defined six sigma procedures of the advanced countries.

When we are challenged, we perform. When Supercomputer was denied to us, we created our own. When nuclear fuel was denied, we created our own. Kalpakkam demonstrates technology to India. Kamini reactor runs on U233-man made isotope. Our nuclear fuel is not used by anyone else. We have demonstrated to the world that we can develop and use a new nuclear fuel.

We are the largest milk producer in the world, second largest in food & vegetable production, third largest in food grain production and fifth largest in energy production. But our problem is our population. Divide all our achievements by the population, and then all our achievements become smaller. For example, Global consumption of electricity is 2500 units per person per year. Even though we are the fifth largest energy producer in the world, when we divide the production by population, our average availability is only 800 units per person per year.

However, it is important to note that for sustainable supply of anything, we need sustainable supply of energy. We need to exploit various sources of energy. Non polluting sources like nuclear energy is important. All of you can play a role in providing this clean energy.

Dr.Mashelkar mentioned at the Grass root Innovation Awards meet that India is ranking 76th in the Global Innovation Index, as compared to our neighbour China who is in the 26th position. Einstein has said that for any scientist, concern for man and nature is important. One should not forget this in the midst of their diagrams and equations. So, do not be satisfied by position or high pay alone. Explore the possibility of low cost housing, low cost medical care etc as a platform for innovation.

There is a lot to learn from Nature. Look at the brain and how it works, or how catalysis happens or solar energy in our planet. Google for biomimetics and you will get inspiring ideas for research. For example, researchers are learning from beats of birds for concepts on high speed trains. Ideas for low cost housing can come from how ants build their colonies. Be proud that you are in India. You have come through a reputed Institution. You have plenty of opportunities ahead.

Wishing you all a bright career ahead.

Amazing Innovations - 1

Puncture Repair kit for tubeless cycle tyres



Developed for use with tubeless bicycles tires, the Sahnurai Sword plugs larger holes with the same "tire plug" technique used to repair holes in automotive tires. The Sahnurai Sword repair kit includes the same sticky "worms" used to repair holes in car tires and two tools—the reamer and the fork tool. Once the hole has been reamed and made a bit larger, the rider slips the worm into the fork tool and forces it into the hole, sealing the puncture. Although the hole-sealing technique is not new, the storage system is. The two sharp-pointed tools, which can be dangerous to carry on a ride, are attached to handlebar plugs and stored within the bike's handlebars—keeping them safe and out of the way.

https://www.youtube.com/watch?feature=player_embedded&v=9h8227LzUTQ

Amazing Innovations - 2

Shoe with lights



Developed with nighttime joggers in mind, the Night Runner shoe lights attach to the laces of a shoe to illuminate the path ahead for up to 100 feet.

The Night Runner 270-Degree Shoe Lights are equipped with 75 lumen LEDs angled to shine out and down onto the road ahead. The lights feature a patent-pending display that offers 270 degrees of visibility, and can shine for between four and eight hours on a single charge. As an added safety precaution, the Night Runner lights also include a rear-facing red light for extra visibility.

https://www.youtube.com/watch?feature=player_embedded&v=QYApHUXGp00

Amazing Innovations - 3

Briefcase cum scooter

Unlike some other scooters which [fold down to the size of a suitcase](#), the Briefcase Electric Scooter is actually a working suitcase made for carrying your clothes. However, when the need arises, it folds out to become a motorized scooter capable of reaching speeds of up to 20 km/h (12 mph) and traveling 10 km (6.2 miles) on a single charge.

The Briefcase Electric Scooter boasts a quiet brushless motor hidden in its rear wheel. This runs on the lithium ion batteries also hidden out of sight, which can be charged for around 20 US cents using the compact charger included. The whole thing is the size of a standard carry-on case accepted by most airlines, and weighs in at 7.9 kg (17.4 lb).



Source: [Coolped](#)s

Amazing Innovations - 4

Used bottles as construction material

The Development Association for Renewable Energies (DARE) – an NGO based in Nigeria – is almost finished with an incredible two-bedroom bungalow entirely out of plastic bottles. Although many in Kaduna were dubious when the project began construction in June this year, the nearly-complete home is bullet and fireproof, earthquake resistant, and maintains a comfortable interior temperature of 64 degrees fahrenheit year round. — [Inhabitat](#)





A symbol of love, an architectural achievement, and one of the world's wonders- Eiffel Tower- built in 1889 has come to serve as an identity for Paris, the very place where the magnificent steel tower rests. Creation of Gustave Eiffel, the iconic structure is an iron lattice tower located on the Champ de Mars in Paris. It served as the entrance arch to the 1889 World's Fair. The 324-metre-high (1,062-foot) Eiffel tower sees some 7 million visitors each year and up to 30,000 a day in the peak summer season.

On March 31, 1889 the Eiffel Tower first opened to the public in Paris, in a ceremony presided over by Gustave Eiffel, the tower's designer, and attended by French Prime Minister Pierre Tirard, a handful of other dignitaries, and 200 construction workers.

In 1889, to honor of the centenary of the French Revolution, the French government planned an international exposition and announced a **design competition** for a monument to be built on the Champ-de-Mars in central Paris.

Out of more than 100 designs submitted, the Centennial Committee chose Eiffel's plan of an open-lattice wrought-iron tower that would reach almost 1,000 feet above Paris and be the world's tallest man-made structure. Eiffel, a noted bridge builder, was a master of metal construction and designed the framework of the Statue of Liberty that had recently been erected in New York Harbor.

Eiffel's tower was greeted with skepticism from critics who argued that it would be structurally unsound, and indignation from others who thought it would be an eyesore in the heart of Paris. Unperturbed, Eiffel completed his great tower under budget in just two years. Only one worker lost his life during construction, which at the time was a remarkably low casualty number for a project of that magnitude. The light, airy structure was by all accounts a technological wonder and within a few decades came to be regarded as an architectural masterpiece.

The Eiffel Tower is 984 feet tall and consists of an iron framework supported on four masonry piers, from which rise four columns that unite to form a single vertical tower. Platforms, each with an observation deck, are at three levels. Elevators ascend the piers on a curve, and Eiffel contracted the Otis Elevator Company of the United States to design the tower's famous glass-cage elevators. The elevators were not completed by March 31, 1889, however, so Gustave Eiffel ascended the tower's stairs with a few hardy companions and raised an enormous French tricolor on the structure's flagpole. Fireworks were then set off from the second platform. Eiffel and his party descended, and the architect addressed the guests and about 200 workers. In early May, the Paris International Exposition opened, and the tower served as the entrance gateway to the giant fair.

The Eiffel Tower remained the world's tallest man-made structure until the completion of the Chrysler Building in New York in 1930. Incredibly, the Eiffel Tower was almost demolished when the International Exposition's 20-year lease on the land expired in 1909, but its value as an antenna for radio transmission saved it. It remains largely unchanged today and is one of the world's premier tourist attractions.

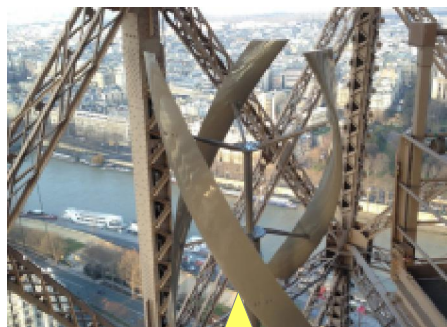
<http://www.history.com/this-day-in-history/eiffel-tower-opens>

Now, Eiffel Tower also generates energy

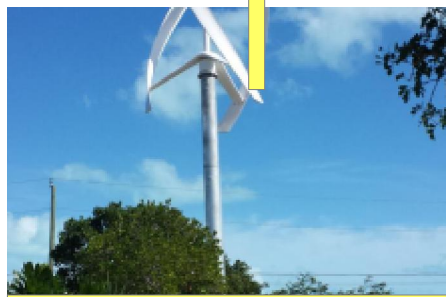
Micro Wind Turbines For The Eiffel Tower



The wind turbines are the VisionAIR5 model micro wind turbines made by the folks over at [UGE](#) (aka Urban Green Energy). Together they are capable of churning out 10,000 kWh annually. They literally are parked inside the Eiffel Tower at about 400 feet above ground level, the optimum location for harvesting steady winds without running into insurmountable installation challenges.



As for the appropriateness of plonking a couple of wind turbines into a World Heritage Site, context is everything. UGE custom-painted the installation to blend in with the structure of the Eiffel Tower, and while in the image above you can still clearly see the curved blades within the angular latticework, to our eye they don't stick out like a sore thumb.



Vertical axis wind turbine

For that matter, the Eiffel Tower is still in service as a broadcast tower, so pulling double duty as a wind energy generator is in keeping with its history as technology workhorse as well as a tourist destination.

You can catch a video of the Eiffel Tower wind turbines in action on the UGE website, so take a look at

<http://cleantechnica.com/2015/02/24/eiffel-towers-custom-painted-micro-wind-turbines-will-wow-millions/>

Corporate Story 4- Ashok Leyland



Ashok Leyland began life in Chennai (then known as Madras) the year after independence as Ashok Motors, founded by Raghunandan Saran, a freedom fighter from Punjab. Named for the promoter's son, it was set up in collaboration with Austin Motor Company, England and incorporated on September 7 for the assembly of Austin cars.

It acquired its current name in 1955 when British Leyland acquired a 40 per cent stake. This was the culmination of a 1950 agreement with Leyland UK, under which Ashok Motors had the sole rights to import, assemble and progressively manufacture Leyland trucks for seven years. In 1954, at a time when production was still licensed, the company was granted a licence to make 1,000 Comets a year.

This collaboration was to prove a little troublesome because British Leyland ran into financial difficulties. Eventually, after several developments at the UK end, the equity stake in Ashok Leyland came to be controlled by the Rover group.

By 1967, Ashok Leyland had diversified into bus manufacture, launching the Titan, the first Indian-made double-decker bus, and it also began to supply trucks to the Indian Army in 1970. Steady expansion and innovation followed - such as the Cheetah, India's first rear-engine bus that, amusingly, had drivers complain that they "could not hear the engine". In 1980, the company's second plant was started at Hosur, also in Tamil Nadu and by 1982, the company made its first foray into the west and north with facilities in Bhandara in Maharashtra and Alwar in Rajasthan.

But it was partial economic liberalisation under Rajiv Gandhi's one term as prime minister that really shook things up for the CV industry. Economic growth picked up and, on the back of forex relaxations, several Indo-Japanese entered with medium CV, pointing to a general uptick in the otherwise slow-moving CV industry.

It was in 1987 that the otherwise low-profile Ashok Leyland shot into the limelight with the entry of the Hinduja group. Hinduja's interest attracted attention partly because the non-resident Indian group was known to be secretive about its business dealings and, at the time, at the receiving end (never proven) of links in the Bofors arms scandal that eventually brought down the Rajiv Gandhi government.

Ashok Leyland marked the Hinduja group's first entry into a listed business in India and it came after it bought out the Rover group's stake and brought in Fiat Group's Iveco as a partner. That association lasted two decades until Iveco, which owned 15 per cent, started pressing for majority control. Unwilling to concede, the Hinduja group bought out Iveco in 2007 and currently hold a majority stake.

Contrary to the commentary at the time, the Hinduja group largely ran the company - it remains the group's largest venture in India - through professional managers (in a sense, Dheeraj Hinduja's chairmanship marks a departure from that tradition, since he is an active participant in the management).

The company continued its steady course, launching India's first CNG-powered bus (that was run by the Mumbai

bus service company) in 1996, and its Stag became the first Indian vehicle to cross from the Indian side when the Srinagar-Muzzafarabad road route was opened in 2005.

By the mid-2000s, in synch with many Indian businesses, Ashok Leyland started stretching its wings abroad. In 2006, it acquired the truck business of Czech Republic-based Avia and, in the same year, signed an agreement with Ras Al Khaimah Investment Authority to set up a bus assembly facility in UAE, which was inaugurated in 2010. Joint venture agreements with John Deere (for construction equipment), Siemens (automotive infotronics), Albonaire (green technologies) and a stake in UK-based Optare (for buses) added to hectic activity in the global arena

But it was its collaboration with Nissan that has proved interesting, not least because this marks the second foray Japanese auto major into India after a less-than-successful collaboration with Hyderabad-based Allwyn. In 2007, Nissan signed an agreement with Ashok Leyland to make and market light commercial vehicles.

Today, Ashok Leyland is a Rs 9,943-crore company with a 27.1 per cent market share. But like other major manufacturers, the shrinking economy has meant a shrinking market. According to the Society for Indian Automobile Manufacturers, the CV market has shrunk by almost a fifth in the past 10 months. Like its competitors, Ashok Leyland, too, had to go through its bout of cost cutting with a personnel freeze and a 21 per cent cut in the chief executive officer's salary. It also had to hold plans to launch a facility for smaller trucks in collaboration with Nissan, and it started selling non-core assets to reduce a debt of Rs 4,323-crore accumulated from heavy but necessary investments in plant and technology in the past. Between 1987 and 2007, the company had been investing around Rs 100 crore a year; between 2007 and 2013 it invested around Rs 100 crore every month.

Going forward, the focus of the current 10-year transformation - called Phase IV within the company - is to make Ashok Leyland a self-reliant Indian company. "So far we were inside a cocoon somewhere, protected by some big brother who had technology and products so on," says Dasari. Triggers for the change, he explains, include the fact that nobody is going to provide technology any more, heightened competition and India's chronically cyclical market.

The company appears to have moved some way towards readying itself for the future. Today, Dasari proudly points out, 85 per cent of the value addition is carried out by machines that are five years old, 90 per cent of the products sold are less than three years old and 80 per cent of the network is less than five years old.

Still, for a company that recorded a turnover of Rs 100 crore 40 years ago, the target of \$10 billion (Rs 62,000 crore) in 10 years from now is no small ambition. It certainly marks a long journey from Ashok Leyland's origins as a vehicle assembler of yesteryear.

Reproduced from article by T.E.Narasimhan in Business Standard

The Product Portfolio

Our **buses** help nearly 70 million people get to their destinations every day. Choose the one that best fits your requirements from our extensive range of 18 to 80 seater buses.

Our **trucks** keep the wheels of economies moving. From long haul to distribution; construction to mining; our extensive range caters to diverse applications and we offer a wide array of configurations and driveline options. We are confident you will find the truck that best meets your expectations.

Light Vehicles -Be it for the veggies, fruits or the mineral water, the groceries or the ice-creams, the metal, sand or cement requirements within the city and several other applications; light commercial vehicle make sure urban needs are met effectively. Encouraging first time users and creating effective self-employment, the light commercial vehicles help the nation prosper. Ashok Leyland through its joint venture with NISSAN brought in a segment splitting product called DOST which created its own benchmarks in efficiency and comfort and thus made the competitors work harder.

After the award winning DOST Ashok Leyland Light Vehicles went on to add other star products to its portfolio.

The current products offered by Ashok Leyland Light Vehicles include:

DOST, a friend in the true sense, is an SCV with 1.25 ton payload, car-like comfort, low turning radius and superior mileage.

PARTNER - the big brother of DOST is a next generation LCV truck with 4 ton payload capacity. Partner with its superior advanced ZD30 engine, excellent mileage and comfortable cabin design is on its way to enthral.

STiLE, an MPV with an unbelievable yet true mileage of 20.07 kmpl, is built on an award-winning vehicle platform with renowned dCi engine.

MiTR, the new age LCV bus, is one of the most stylishly designed 27-seater with class-leading comfort. It has the superior advanced ZD30 engine, quiet interiors, 15% higher mileage than competitor products and excellent safety features.

Know more about LCV products: www.ashokleylandlcv.com

Defence Vehicles

We are pioneers in the design, development and manufacture of specialized Defence vehicles for armed forces. Over 70,000 vehicles on our proven STALLION platform form the veritable logistics backbone of the Indian army and make us the largest supplier of logistics vehicles to them. We offer customized transport solutions on the COLT and SUPER STALLION platforms that range from Rapid Intervention Vehicles, Field Artillery Tractors, Light Recovery Vehicles, Water Bowsers, Truck Fire Fighters and Fuel Dispensers.

To know more visit <http://defence.ashokleyland.com>

Powering your needs with **Leypower products** in electric power generation, Agricultural Harvester combines, Industrial compressors, Earth moving & construction equipments, Marine & other non-automotive applications.

Know more about Leypower at: www.powersolution.ashokleyland.com

Innovative user training-training the drivers!

Ashok Leyland has pioneered driver training in India recognizing the vital role of the driver in the commercial vehicle-industry. In fact, there is empirical proof that proper training can result in 5% or more fuel saving, translating into 3% reduction in total operating cost. We offer driver training to fleet owners, their drivers, individual drivers cum owners who appreciate that professionally trained drivers can make a significant difference to their businesses. Training is also imparted to drivers in the unorganized sector



Presently, we have six well-established Driver Training Institutes (DTI) in India: at Namakkal (right in the trucking heartland of Tamil Nadu), Burari (in Delhi), Chhindwara (Madhya Pradesh), Kaithal (Haryana), Bhubaneswar (Orissa) and Railmagra (Rajasamand dist, Rajasthan).

All DTIs are equipped with contemporary vehicles, road and terrain of every conceivable configuration, modern infrastructure including a state-of-the-art driving simulators and a scientifically designed curriculum. A comprehensive approach to training has been responsible for the immense success of the Institutes which have so far added value to over 6,00,000 drivers on the highways thru various training programmes !

Over the years, Ashok Leyland's Driver Training Institutes have evolved as Centres of Excellence, where the philosophy is to prepare drivers for life – both on and off the road. With a state-of-the-art infrastructure and a scientifically designed curriculum, the training covers all aspects of driving and road management, while also promoting a holistic approach to health, stress control and overall well-being. Skills such as safe driving, fuel conservation, repairs and maintenance are taught. Other aspects of life on the road are also highlighted – trouble shooting, fire-fighting, and first aid. The importance of good health is stressed, with special emphasis on prevention of HIV – the most prevalent disease among truckers. Additionally, certificate courses are conducted in specialized subjects, such as handling of hazardous materials.

This professional training makes a huge difference. Drivers who are trained systematically and scientifically have a significant advantage over those without proper skills. The result? Fewer accidents, lower operational costs and a happy workforce who are an asset to the organization.

Why Ashok Leyland is A Great Place To Work For!

Exemplary work deserves rewards and recognition and we have a number of continuous improvement activities.

MISSION GEMBA – launched in 2005, is one of our most successful initiatives aimed at information spread, developing skills, empowering employees to reach world-class levels of quality, cost and delivery with recognition and reward for performance. 'Gemba' means 'real place' in Japanese, refers to the shop floor. The manufacturing units are divided into function-based 'Gembas', totally over 100 now, and each 'Gemba' is run as an independent 'business' by empowered 'Gemba Unit Leaders (GULs) chosen based on their performance track record. 'Mission GEMBA' has triggered an attitudinal transformation of the workforce, operational excellence to decongest bottlenecks and continual improvements in several core areas.

IMPROVE - a home-grown employee engagement programme now into its 15th successful year, it has emerged as a platform to showcase the best projects by our employees on productivity improvement, efficiency enhancement and cost cutting. An annual, company-wide contest, it goes beyond the existing Quality Circles (QCs) to include new cross functional employee teams too. Having assumed the proportions of a mass employee movement, Improve sees more than 50% of our employees participating and the impact of these projects to the bottom line till date has been to the tune of over Rs. 400 million.

Future Leader Programme (FLP)–Class will tell and this is a systematic attempt at identifying and nurturing future leaders.

Mission YES – Powered by Youth: is a programme aimed to engage and harness the substantial "youth power" available amongst us to meet the emerging business challenges in a vibrant and energetic culture focused on competitive attributes of Speed, Innovation and Attitude

BLESSING – Opportunities for the discerning is the credo of this unique HR initiative that we have introduced in our Pantnagar Unit. Aimed at developing shop floor skills, youth who have passed 12th grade are recruited and educated or trained by us, at our expense, in partnership with a renowned technical and training institute. Isn't this a novel way to earn while you learn on the shop floor?

"RISE" (Reward for Individual Search for Excellence)

100% Club our highest reward for exemplary individual or team performance

Green Shield (best unit for environmental sustenance)

A great place to learn- Wrapped in lush greenery, the **Management Development Centre (MDC)** at Hosur evokes a sense of calm and peace of mind that is ideal for a seat of learning. Neatly appointed, it is equipped with all the requisite infrastructure like air-conditioned classrooms, a well-stocked library, a computer lab, a multi-purpose convention hall and excellent boarding, lodging and leisure facilities. So whether you would like to hone your creative abilities or develop your personality or just learn a little more, the MDC is where you should head for where till date, more than 1,000 (including 200 non-Ashok Leyland) programmes have been conducted.

Group Companies

- [Gulf Oil Corp. Ltd](#)
- [Gulf Oil Int. Ltd](#)
- [Hinduja Bank \(Switzerland\) Ltd](#)
- [Hinduja Foundries Ltd](#)
- [Hinduja National Power Corporation Ltd.](#)
- [Hinduja Realty Ventures Ltd.](#)
- [Hinduja Ventures](#)
- [IndusInd Bank](#)

Research & Development

To offer you world-class technology that is relevant, appropriate and affordable has been the moving force behind our R&D, that has always been an area of prime focus for us. In an atmosphere that nurtures creativity and innovation, the 1000+ Product Development team seeks to harness and adopt technologies that provide value to you as well as address safety and environmental issues.

If our vehicles have become synonymous with the qualities of **reliability** and **ruggedness**, it is thanks largely to the globally benchmarked testing facilities that we have set up. Apart from a modern CAD set-up and a Computer Testing Laboratory, is a comprehensive array of test tracks for vigorous testing of prototypes in the most demanding of conditions. The 6-poster, one of its kind in the country, is a torture track simulator for multi-axle vehicles that significantly reduces testing time.

International Operations

Our growing international footprint is thanks to our success in producing vehicles ideally suited for varying foreign conditions and terrains. Exporting to over 30 countries worldwide, we are leaders in the bus markets of Sri Lanka, Bangladesh and Mauritius and have significant presence in the Middle East and Africa too. We are proud participants in the Bus Rapid Transport (BRT) system in Lagos, Nigeria, that is going a long way in providing better and comfortable city travel. We are now seeking to make inroads into CIS and Latin America.

Graduate Engineer Trainees

Every year, we recruit over 100 Graduate Engineering/Management Trainees from various campuses across the country through Campus recruitment programmes. After a year's rigorous, multi-functional training at the MDC and operating divisions, they are absorbed in a regular assignment.

[Get to know the recruitment policy of Ashok Leyland](#)



Meet Kalpana Ganesh, Head OD and Change Management at Ashok Leyland, possessing more than 25 years of diverse experience in the industry. She started as an engineer and has worked with organizations like Eicher, Kirloskar, Arizona Public Service, CII and now heads one of the HR departments in Ashok Leyland.

Currently I hold the position of HR-Business Partner for Ashok Leyland's Technical Center, leading HR & Administration for over 1000 outstanding engineers

<http://www.twenty19.com/blog/ashok-leyland-ms-kalpana-ganesh/>

Key functions in Ashok Leyland are Marketing, Manufacturing, Design and Support functions are Finance, HR & Project Planning. Project planning needs very strong engineers to set up new [projects](#).

Within these functions, we take about 100-150 engineers and 200 diploma engineers every year. A graduate engineer goes through 1 year of [training](#) and diploma engineer goes through 2 years of training.

We have a very beautiful **Management Development Centre** for training at Hosur. Graduate engineers spend 4 months of training at this centre. They are taught about the product, assembling, reassembling, lots of engineering recap and lot of soft skills. After these 4 months they have to do 2 projects, one in service functions, and other one on the shop floor. They have to prove that they can work on both the project areas. After that their placements are done based on their aptitude.

Same [training](#) is offered for diploma engineers, just that the duration of their training is a little longer. In the beginning you have possibility of career growth every 3 years. For first 2 levels you can grow every 3 years. MBAs grow every 2 years in the beginning. After that for everybody it is 3-5 years depending on their potential. We also have possibility of job rotation in every function.

Are there any special programs for youth in Ashok Leyland?

We have a **Future Leaders Pipeline**. After 3 years of joining this company you are assessed and if you are a potential leader, you get into this pipeline. About 10% of the population would always be in this future leader's pipeline. We have tie ups with IIM-B, Bits Pilani, IIT Mumbai, XLRI for training of these future leaders.

We also have **Gen Mod (Genetic Modification) Process**. There is product portfolio team which does all the market research and tells what are the products we need to focus on for development for this year. Then we take program managers for each of these products and we give a cross functional team to this manager till the product is launched at the manufacturing shop. With this process we are creating a hierarchy less structure and people getting cross exposure. We encourage more and more people to go through this program.

In Ashok Leyland, culture of innovation is very prevalent. You will get ample opportunities to come up with new ideas and implement them. You will be given all kinds of freedom to take it to the finish. Nobody would hang you for failing. Company allows you to experiment. We celebrate innovative ideas in a mega way in an annual event called "Improve" attended by 2000-3000 people where close to 100 final short listed ideas are presented for awards.

What kind of selection process you have in Ashok Leyland?

For engineer roles, we recruit from tier 2 colleges, mainly NITs and some select other. Engineers should have scored 60% throughout the academic life. Students have to go through analytical tests and engineering skill test. Selected candidates go through a panel interview.

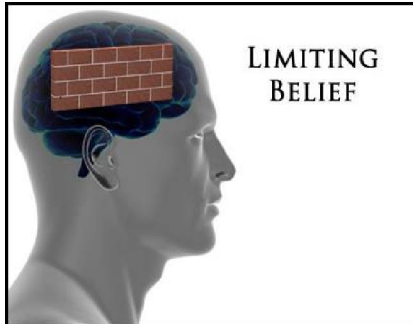
Typically from each campus we would be selecting 5-10 people.

For laterals, candidates can apply through our website. Right now hiring takes place either through campus or laterally for specific roles where we need experience people.

What tools/resources you would recommend to students to prepare for the corporate world?

1. First thing is that they have to be up-to-date with current events. It's important to know what is happening around the world. It is important to read technical journals, newspapers, magazines etc.
2. They should take up membership of some industry body like NHRD, SAE etc. There are student chapters in every city of automobile associations, engineering associations like IEEE student chapter. It's very important because you get to know what is expected out of you when you join the industry.
3. Participation in college functions, social functions, in some social cause will help. Everybody is looking for leaders now, so they should participate more and more in extra curriculum activities.

Finally I would like to say that students should always be ready for challenges. They should never say no to any opportunity. If you come up successful then you are a hero otherwise nothing is lost. Sometimes you win sometimes you lose. In corporate world if you keep saying no for opportunities then you are sidelined after some time. You have to make every job look good. If you have that winning attitude, people would spot you from a distance and would come to you.



As healthy human beings, we all can hear sound frequencies from approximately 20 hertz to 20 Kilohertz. This does not mean that the sound does not exist below 20 hertz or beyond 20 Kilohertz. The perception of human ears is restricted by the bandwidth. In the same way the visible bandwidth of human eye is between 790 and 400 terahertz. Anything below and above is beyond the perception of human eyes.



So,

There is more to hear than we hear.

There is more to see than we see.

There is more to perceive than we perceive.

Our perceptions are restricted by the restrictions of the bandwidth of our sense organs.

Similarly, our beliefs are our psychological bandwidths. The only limits that we have in our life are the limits caused by the bandwidth of our beliefs. When that changes, everything will change.

Rationalists would scream, “ When I see it, I will believe it” . The fact of life is “ Only when you believe in it, you will be able to see it”. Your life is mere reflection of your beliefs.

To be rich, you have got to believe you would be rich.

To be healthy, you have got to believe you would be healthy

To fill your life with love, happiness and peace, you have got to believe you deserve a life of love, happiness and peace.

It is fact that you cannot outperform your beliefs.

Either you can perform to your beliefs or maybe under perform to your beliefs.

But you can never outperform your beliefs.

So if you want to alter your life, you need to alter your beliefs.

Your life expands when your beliefs expand.

Your life shrinks when your beliefs shrink.

Ordinary people, when they hold extraordinary beliefs, become extraordinary people.

Your belief in abundance will bring abundance in life.

When there is a scarcity in your beliefs, only scarcity will unfold.

Have a wonderful day, a great week and an abundant month !

Ramakrishnan