

CENTRE OF EXCELLENCE IN Product Lifecycle Management (PLM)

DEPARTMENT OF MECHANICAL ENGINEERING

RMK Engineering college has established a Centre of Excellence (CoE) on **Product Lifecycle Management (PLM)** with a vision to cater the needs of budding Mechanical Engineering students and to make them industry-ready & employable by preaching them the current trends in core and IT industries. Apart from the theoretical & practical training provided to the aspiring students of CoE, exposing them to the healthy discussion on PLM Technology by industry experts through FDPs, conferences, workshops etc will supplement their knowledge on current trends and add leverage to their employability.

All about PLM:

Introducing a new product to the market involves many steps spanning all departments in a company. The path to successful launch is fraught with challenges. Even if the design and engineering departments come up with fine product or creative use of technology, a product can still fail. The marketing team could miss out on the opportunity or the customer service representatives may not have enough information or expertise about the product to help the buyers.

Wherever the weak links lie, a chance to penetrate the market and expand profits can be missed. The key to ensuring this unfortunate turn of events does not happen is the communication. A company must be able to properly send information about a product throughout the varying departments that have a hand in its success. **This is where PLM, or product lifecycle management, becomes highly significant.**

How does Product Lifecycle Management Work?

A broad definition of PLM is dealing with a product from its inception to eventual disposal. It is concerned with the vast number of actions that go into making, distributing, and servicing a product.

A key component of product lifecycle management is gathering each department's individual information sets into a central database. The departments working on a particular project can share their expertise and knowledge across all workers. By unifying all of the data, all employees can benefit from the shared knowledge.

Also, PLM does not just apply to a product's initial conception. The openness of communication and information continues throughout the product's lifecycle. New data will be added because companies tend to iterate and change their products, which makes the PLM system even more important. The ability to group together new and old data greatly affects a company's decisions. If they are not well informed about a product's current state, then managers can make the wrong choices. Fostering constant input and updating of this data is imperative to a successful product.

Technical Core Team Members

Name	Designation
Dr. K. Chandrasekaran	Dean, RMKEC
Dr. K.K. SivagnanaPrabhu	Head , Training & Corporate Affairs, RMK Group of Institutions
Dr. K.R. Senthil Kumar	Professor & Head/MECH, RMKEC

ATC Governance

<u>Co-ordinator – PLM-CoE</u>	<u>Faculty Trainers</u>
Mr. R.L. Sankarlal, A.P(Gr-II) / Mech	1. Mr. G. Mahendran, ASP / Mech
	2. Mr. K. Sengottaiyan, A.P / Mech

Calendar of Events – 2016-17

Sl No	Date	Description of Events	Remarks
1	3 Sep 2016	WIPRO Interview for PLM Students	Held in RMKEC Campus – 11 students from RMKEC & 8 students from RMKCET were shortlisted.
2	10 Sep 2016	4 th Advisor Committee Meeting	Advisory members had a panel discussion with PLM Core Team for review of activities and for mutual

			benefits.
3	7 Nov 2016	HCL visited RMKCET Campus for recruiting PLM students.	2 students short listed, one from RMKEC and one from RMKCET.
4	3 Feb 2017	TCS Interview held at Siruseri, Chennai.	Four students short-listed, 2 from RMKEC and 2 from RMKEC.
5	16 Feb 2017	Wipro PLM students reported for internship – Phase - I	Internship till 9 th June 2017.
6	30 Mar 2017	KPIT Webex Interview b Mr. Jerome	9 students attended interview for internship
7	21 Apr 2017	Mr. Rajkumar, Dy. Manager, Simpsons Group visited RMK campus	To witness the facilities for the PLM students and to discuss with RMK Team
8	12 Jun 2017	Java Training commenced for PLM students entering final year	2 Weeks training on Java focusing Core Java & Web Java
9	1 Jul 2017	Wipro PLM students reported for internship - Phase - II	Internship from 1st July to 31 July 2017 and subsequent absorption.

Student Details- CoE

Students Trained

AY (Final Year Students Batch)	Batch	RMK
2013-14	I	65
2014-15	II	100
2015-16	III	100
2016-17	IV	76
2017-18 Current	V	59

Students Placed

Batch	Nos.	RMK
I	35	35
II	32	18
III	35	19
IV	40	26
V	8*	4*

* Students selected for Internship by KPIT, doing company sponsored project in RMK Campus itself and review, follow-up through WebEx meeting w.e.f 27 July 2017.

PLM - CoE Advisory Committee Members



Shri.Jayakumar Palanivel,
WT01, Global Media & Telecom, WIPRO
Shri. Sankaranarayanan Sakthivel
Competency Head-PLM, WIPRO



Shri. S.Krishna Kumar,
Sr. Vice-President (QA), Lucas TVS Limited
Shri. Mr.B.Shivakumar ,
Chief Engineer, Engg. Info. Systems,
Lucas TVS Limited



Shri.Samuel Selvaraj,
Sr. PLM Consultant, TCS



Shri.Balasubramanian Irulandy,
Sr.Director, Manufacturing and Logistics, CTS



Advisory Committee Members



Shri. Kalyan Kumar Sidram Hatti,
DGM- Head, Value Engineering & Analysis,
Ashok Leyland Ltd



Shri.P.Nageshwar Rao,
Chief Technology Officer &
Programme Manager, TAFE



Mr.K.N.Varadarajan,
Head - PLM & MES Solutions,
Tech Mahindra



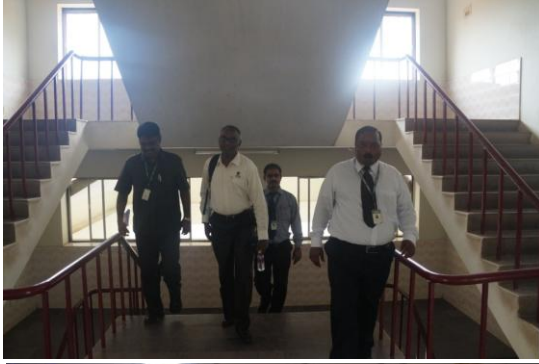
Mr. Ravi Mani,
Director,
Cyber Metric Services (I) Pvt. Ltd.



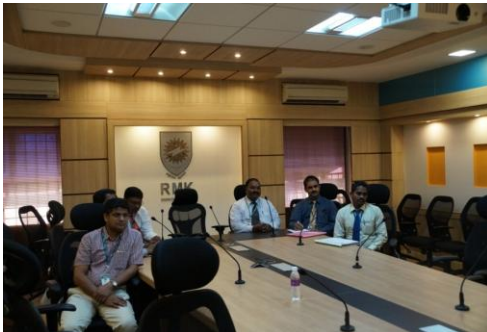
4th Advisory Committee Meeting on 10 Sep 2016



FDP on Product Lifecycle Management on 27 May 2016
By Mr. Sankaranarayanan Sakthivel, Competency Head, WIPRO



Video Conference with M/s. Geometric Limited, Pune
with PLM Core Team on 19 April 2016



Faculty Training @ RMKEC






by Mr. Ravi Mani, Director – CMS, Bangalore



Training on PTC - Windchill 10.2 software for 40 Hrs.
Date: 15 Dec 2015 to 19 Dec 2015.

Industry Feedback



Feed back By	Industry	Feed back
	Mr. Samuel Selvaraj, Sr. PLM Consultant, TCS	RMK acts as a Technology Hub of PLM, which interacts with Industries for technology updates and placements.
	Mr. Sankaranarayanan Sakhivel, Competency Head-PLM, WIPRO	PLM Trained students should come forward to work for Process Industries also, apart from Product Industries. The CoE should identify the possibilities.
	Mr. S. Krishna Kumar, Sr. Vice - President(QA), Lucas-TVS Ltd	It is highly appreciable that, RMK Group of Institutions taking initiatives to nurture the students even after leaving their campus through activities of CoE
	Mr. Balasubramaniam Irandandy, Sr. Director - Mfg.&Logistics, CTS	The demand for PLM personnel is very high and it would increase by twice or thrice. Industry would be happy to get trained people through institutions as freshers
	Mr. Kalyan Kumar Sidram Hatti, DGM-Head, Value Engg. & Analysis, Ashok Leyland Ltd	This CoE may grow as a Maturity Model, if it integrates some training on Business Process also

