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**Shri. R. S. Munirathinam**

Founder & Chairman

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**Smt. Manjula Munirathinam** Chairperson

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**Shri. R. M. Kishore** Vice-Chairman

**Shri. Yalamanchi Pradeep** Secretary

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## Advisory Committee

**Dr. M. S. Palanichamy** Advisor

**Shri. T. Pichandi I.A.S** (Retd.) Advisor

**Shri. V. Manoharan** Advisor

**Dr. K. A. Mohamed Junaid** Principal

**Dr. K. Chandrasekaran** Dean (Academics)

**Dr. Elwin Chandra Monie** Dean (Research)

**Dr. S. Pavai Madheswari** Academic Co-ordinator

## Co-ordinator

**Dr. K. Chandrasekaran**

Dean (Academics)

## Convenor

**Dr. K. R. Senthil Kumar**

Professor & Head, Dept. of Mechanical Engineering

## Organizing Committee

**Dr. S. Sambath**, Professor

**Dr. A. Kadirvel**, Professor

**Dr. R. Suresh Kumar**, Asso. Prof.

**Dr. G. Mahendran**, Asso. Prof.

**Dr. M. Mudhu Krishnan**, Asso. Prof.

**Dr. T. G. Loganathan**, Asso. Prof.

**Mr. C. Jayabalan**, Asso. Prof.

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**Mr. N. Mohanrajhu**, Asst. Prof.

**Mr. G. Kaliraj**, Asst. Prof.

**Mr. K. Muralidharan**, Asst. Prof.

**Mr. V. Kalaiselvam**, Asst. Prof.

**Mr. K. Sengottaiyan**, Asst. Prof.

**Mr. S. Rajesh**, Asst. Prof.

**Mr. G. Sivakkumar**, Asst. Prof.

**Mr. P. J. Lokesh Kumar**, Asst. Prof.

**Mr. P. Ramesh**, Asst. Prof.

**Mr. S. Rajesh**, Asst. Prof.

**Mr. K. Partheeban**, Asst. Prof.

**Mr. G. Naveenraj**, Asst. Prof.

## Resource Persons :

The sessions will be handled by experts from Academia, Research Organizations and Industry in the Subject Area.

### **Dr. Amaresh Chakrabarti**

Chairman & Professor, CPD, IISc Bangalore.

### **Sri. K. R. A. Nair**

Former Exec. Director - Development,  
TVS Ltd., Chennai.

Lucas-

### **Dr. Ramesh Shankar**

Program Manager, Autodesk, Bangalore.

### **Mr. S. Shanmugam**

CEO, Design Desk India Pvt. Ltd., Chennai.

### **Dr. M. V. K. Sarma**

Head – Tertiary Care Transformation & Product Engineering, TCS  
Chennai.

### **Dr. S. Manivasagam**

Global Head – Vehicle Development, Tata Technologies, Pune.

### **Dr. Aishwarya Bhargav**

Co-Founder of Peachderm Healthcare Pvt. Ltd., Bangalore.

### **Dr. N. Sivaprasad**

Pro Vice-Chancellor, GITAM University, Hyderabad.

### **Mr. Alex Alexander**

GM, CESF / MME, LPSC, ISRO, Valiamala.

### **Mr. Syed Mubasheer Ali**

Director, D-Espat Pvt. Ltd., Chennai.

### **Mr. S. Krishnakumar**

Former Sr. Vice President (Dvpt), Lucas-TVS Ltd., Chennai.

### **Dr. Viji Krishnamurthy**

Sr. Director of Product Management, Oracle, USA.

### **Mr. Govind Kumar**

Founder & CEO Seaport Ai, Chennai.

### **Dr. Rajaram Venkatraman**

CEO, Veltech Technology Business Incubator, Chennai.

### **Dr. Bharat Visa**

Psychiatrist, Melbourne, Australia.

### **Dr. Jia Deng**

Assistant Professor – Dept. of SS&IE,  
Thomas J. Watson School of Engineering and Applied Science,  
State University of New York, Binghamton, USA.



# R.M.K.

## ENGINEERING COLLEGE

(An Autonomous Institution)

RSM Nagar, Kavaraipettai, Gummidipoondi Taluk  
Thiruvallur District – 601 206.

Affiliated to Anna University, Chennai /Approved by AICTE, New Delhi/  
Accredited by NAAC with A+ grade /ISO 9001:2015 Certified Institution  
All the UG programs are accredited by NBA, New Delhi



### AICTE – ISTE INDUCTION / REFRESHER PROGRAMMES

on

### DESIGN AND DEVELOPMENT OF PRODUCTS AND SERVICES

Participants are invited to register for the upcoming Slot 1

**Slot 1: 16/11/2020 to 21/11/2020 (Online Mode)**

**Slot 2: 17/05/2021 to 22/05/2021 (Face to Face Mode)**

Sponsored by

**AICTE – ISTE, New Delhi**

Organized by

**Department of Mechanical Engineering**

## **About the Institution**

R.M.K. Engineering College started in the year 1995, has been achieving Academic Excellence for the past 25 years. Our Institution has always been in top 10 positions among all the Engineering colleges affiliated to Anna University and also has maintained excellent placement record. In 2008, the College was conferred Bharatiya Vidya Bhavan National Award for its Overall Performance followed by the "Best Principal" Award in the year 2012, by the Indian Society for Technical Education (ISTE) New Delhi. Our College is accredited by NAAC with A+ Grade for 5 years and NAAC has approved our Institution to mentor 10 Institutions for NAAC accreditation. All the eligible UG programmes are accredited by NBA. Our Institution is ranked 155th in the NIRF ranking under the Engineering institutes category in the year 2020 and was ranked 6th across the country in SWACHHTA 2017 ranking by MHRD, Govt. of India. The College has been rated five star rating under Institution Innovation Council (IIC) MIC, MHRD, Govt. of India. In the AICTE-CII survey our Institution has been awarded, the Best Industry linked Technical institute for Electronics Engineering & Allied (Degree) in the year 2015, Computer and IT Engineering & Allied (Degree) in the year 2018 and Mechanical Engineering & Allied (Degree) in the year 2019.

## **About the Department**

The Department of Mechanical Engineering was established in the year 1995, is accredited by the National Board of Accreditation (NBA). The Department has well qualified and committed faculty members with vast experience in teaching, research and industry. The Department has been recognized at National Level as 'The Best Industry-Linked Institute for Mechanical Engineering & Allied Course', awarded by the Confederation of Indian Industry (CII) in association with AICTE through AICTE-CII Survey during 2019. The Department has well equipped laboratories and has established a Centre of Excellence on Product Lifecycle Management during 2013 to bridge the gap between industry & institution and to have a meaningful and mutually beneficial interaction between industry and institutions and further, to promote research in real time world. In association with professional bodies such as Indian Society for Technical Education (ISTE), Society of Automotive Engineers (SAE), Indian Institute of Industrial Engineering (IIIE) and Indian Society for Heating, Refrigerating and Air-conditioning Engineers (ISHRAE), various activities bring in Professionalism to the budding mechanical engineering students.

## **About the Program**

Design as a strategic tool for business success is being increasingly recognized. Based on the success of many design led organizations, corporations are putting design at the Centre of their strategy, and appointing designers to top management positions. Design thinkers and practitioners are being recruited in large numbers. The Government of India have in recent years embarked on several initiatives like, "Make in India", "Start-up Economy" and "Atma Nirbhar", which recognize the relevance and need for specialized knowledge on Product Design & Development. This Faculty Development Program aims to introduce this subject to the faculty and to create an awareness on the growing prospects for the budding engineers. Design curricula are being revamped with focus on industry relevance and national needs. Traditional design knowledge is insufficient in this context. By attending this program, faculty will get the needed exposure to the various phases of Product Design and Development. This will also enhance their understanding of interaction between engineers of various disciplines needed for developing new products and services. Faculty would be able to appreciate the need for encouraging students to undertake more practical and industry relevant projects for developing innovative products.

## **Contents of the Programme**

Induction / Refresher programme will cover

- Need for PDD and Strategic Importance
- Product Development Process – Product Planning
- Product Development Tools and Practices
- Identifying Customer Needs
- Product Specifications – Target Costing
- Emerging Role of Analytics in Product Development
- CAE Simulations in Automotive Products Development
- Concept Generation
- The Bio - Design Process
- Design Thinking in Product and Services Design
- Concept Selection – Screening, Scoring and Concept Testing
- Challenges in the realization of Rocket Engines and the road ahead
- Design for Manufacturing
- Prototyping
- Relevance of Emerging Technologies
- Risk, Reliability and Safety
- Image Analytics in Product Development
- Product Architecture
- Role of Technology Business Incubators in Entrepreneurship Development
- Talk on Covid and Mental Health
- Additive Manufacturing for Medical Applications

## **Instruction to Participants**

- Faculty Members from AICTE approved Engineering Institutions are eligible to attend.
- Selection Criteria for participants is first come first serve basis.
- AICTE-ISTE Jointly gives the participation certificate for those participants who are qualifying in the test and in attending all the sessions.

## **Registration Details for Slot 1**

**SIX DAYS  
ONLINE INDUCTION / REFRESHER PROGRAMME  
on**

## **DESIGN AND DEVELOPMENT OF PRODUCTS AND SERVICES**

***Slot 1: 16/11/2020 to 21/11/2020***

### **Timings:**

- Session 1 – 09:30 a.m. to 10:40 a.m.
- Session 2 – 10:50 a.m. to 12:00 noon
- Session 3 – 12:10 p.m. to 01:20 p.m.
- Session 4 – 02:30 p.m. to 04:00 p.m.

**Registration Fee: Nil**

**Last date of Registration: 10-11-2020**

**Intimation of Selection by e-mail: 12-11-2020**

**Registration Link: <http://bit.ly/RMKMechFDP>**

**Address for Communication:**

**Dr. K. R. Senthil Kumar**

Professor & Head

Department of Mechanical Engineering  
**R.M.K. Engineering College**

(An Autonomous Institution)

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