

## This issue

SAEINDIA President Speech P.1

SAEINDIA National Events P.3

Bangalore Section P.9

Southern Section P.10

Western Section P.10



## Upcoming Major Events

Nov 2014  
Engine Failure  
Investigation and  
Analysis By  
Mr. Robert Kuhn

Dec 2014  
Evaporative  
Emission Control By  
Dr. Sam Reddy

Jan 2015  
Virtual SUPRA 2015

### A New beginning for a better morrow

SAEINDIA is in the midst of changes with the new team firmly in place focusing on objectives set for the year and the country witnessing change of Government in a smooth transition involving 1.2 billion people. New Government has laid the right emphasis on all round growth with an accent on automotive industry as it employs huge workforce and is directly linked to the surge in the economy. It is also encouraging FDI (Foreign Direct Investment) in more sectors including infrastructure and mobility which should impart an added impetus to the sagging spirit of Commercial Vehicle and Off Highway industry. There are definite pointers to positive growth in passenger vehicle segment with the off take registering an increase in the last two months after negative growth for over a year.

SUPRA SAEINDIA, the formula car design competition was completed with great acclaim from industry and institutions and the fact that 81 teams comprising over 2000 students were involved in the dynamic track competitions explains the huge popularity of the event and demonstrates the ingenuity of the Indian Engineering Students to design and develop a formula car for competing with the best in the country.

All the three verticals have planned programs during the visit of Mr. Daniel Hancock during

July with Off Highway Board having an event on 22nd at Pune followed by Aerospace Board having a conference jointly with Project Management of India on 24th July and Automotive Board planning a Blue Ribbon CEO Conclave on 25th July at Chennai. Each of the events will be a new bench mark in addressing the needs and concerns of mobility professionals.

We had the first successful International Lecture for the year with Dr. William Mark McVea conducting a course on Modern Vehicle Transmissions which received robust support from major OEMs and Tier 1 & 2 Suppliers. The feedback has been positive and encouraging and should help us to organize more such courses from International experts at different locations serving the objective of Knowledge enrichment and Dissemination.

SAEINDIA Aerospace Board is planning a program on IVHM ( Integrated Vehicle Health Management) of Aircraft during October 2014 and experts from Europe and U.S. have been invited to participate in the event with the Incoming President of SAE International also likely to join us during the conference. This will be organized for the First time in India by SAEINDIA and can be a trend setter for future....

## SAEINDIA

### SAEINDIA Managing Committee Member 2014- 2016

Dr. Aravind S. Bharadwaj  
President

Mr. Shrikant R. Marathe  
Immediate Past President

Dr. R K Malhotra  
Sr. Vice President & Chair, Finance Board

Dr. Bala Bharadvaj  
Vice President & Chair, Aerospace Board

Mr. I V Rao  
Chair, Meetings & Expo Board

Dr. Venkat Srinivas  
Secretary & Vice Chair, Development Board

Mr. C V Raman  
Vice Chair, Sections Board

Mr. Srinivas. V  
Membership

Dr. Arun Jaura  
Chair, Automotive Board

Dr. K C Vora  
Vice President & Chair, Sections Board

Mr. Prakash Sardesai  
Chair, PDP Board

Mr. Sanjay Deshpande  
Chair, Membership Board

Mr. Asit Barma  
Chair, Publications Board

Mr. Vijayan G  
Treasurer & Vice Chair, Finance Board

Mr. Devendra Bahirat  
Chair, Off-Highway Board

Dr. S Thrumalini  
Chair, EE Board

Mr. B Bhanot  
Chair, Development Board

Mr. P K Banerjee  
Jt. Secretary, Vice Chair, EEB

Dr. Arunkumar Sampath  
Vice Chair, Meetings & Expo Board

Mr. M Kannan  
Vice Chair, PDP Board

Mr. Arun Sivasubramaniam  
Vice Chair, Publications Board

#### Representing SAE International

Dr. David. L. Schutt

Mr. Murli M. Iyer

.... Automotive Board is also planning to conduct an event for 2 /3 Wheelers for the First time in India as there is massive technical manpower in the industry which can involve and contribute to geometrical growth of SAEINDIA talent pool and professional membership.

SAEINDIA Southern Section is organizing Knowledge Round Table in Mahindra, Renault Nissan and WABCO and will rally members to form community of professionals to discuss, learn, brain storm and practice with greater involvement and mutual exchange of ideas and thoughts.

We have other plans and programs under Professional Development Board and Meetings & Exposition Board which will add a new dimension to our activities and offer a great value proposition to professional members.

We are determined to make a difference with value addition to members so that they can look forward to pleasant engagement in SAEINDIA activities.

Dr. Aravind S. Bharadwaj  
President  
2014-2016

SAEINDIA

SUPRA SAEINDIA 2015° \$ \$ ž - Ł " fi ' ( fl | ' \$ # + | & ' # / ' Ł "

SUPRA SAEINDIA 2014 is an exciting design competition conceived to inculcate and harness talent, to hone the skill of engineering students from all over India. Students from various colleges form teams and create a virtual design, build a prototype and test their own formula type race car. The project fuels the exuberance of the youth by providing teams a platform to taste their mettle, giving them a pragmatic exposure to real world challenges as faced in the industry. The event happened between 18<sup>th</sup> to 20<sup>th</sup> July 2014 at MMRT Chennai.



o this process, students learn to develop a design, understand the process of new product development, industrial procurement, manufacturing, assembly and prototyping. The selected prototypes were then tested in standard test conditions to measure parameters like maneuverability, technological innovation, endurance, hill-climb and stability. The objective of this event is to bring out the latent talent of students so that it fulfills the Automotive Mission Plan (AMP 2016), the focus to make India an International Automotive Hub.



According to Dr. Shirumalini, Convener, SUPRA o ° - @ V ) @ ° analyzing the engineering design report, marketing presentation, cost analysis, acceleration, fuel economy, skid pad test and endurance by the teams. These events were judged by a panel of eminent experts from the automotive industry. The prototype. This year 85 teams from various colleges



Mr. Asit K Barma, Chairman, Media, Communications, Publications Board, SAEINDIA said, h their own cars, which they have conceived, designed and fabricated.

## SAEINDIA



The specification of the car frame and engine are restricted so that the imagination, creativity and knowledge of the students are challenged. Students realize their talent through such an experience, making those proven candidates for the future as technocrats,



The event is sponsored by Maruti Suzuki India Limited as the Title Sponsor and supported by Rajalakshmi Group of Institutions, Chennai. Other sponsors include Continental Automotive, Bharat Petroleum Corporation, BOSCH, ALTAIR, ANSYS, EATON, Indian Oil Corporation Ltd., Alvic Tools and Roots



SAEINDIA

SKID PAD		
RANK	TEAM NAME	COLLEGE NAME
1	CAMBER RACING	SRM UNIVERSITY
2	INVINCIBLES	KRISHNA INSTITUTE OF ENGINEERING AND TECHNOLOGY
AUTOCROSS		
RANK	TEAM NAME	COLLEGE NAME
1	TEAM VAMOS AUTOCROSS	SINHGAD ACADEMY OF ENGINEERING
2	TEAM TERASVIN	SONA COLLEGE OF TECHNOLOGY
ENDURANCE		
RANK	TEAM NAME	COLLEGE NAME
1	OJASWAT	CHANDUBHAI S. PATEL INSTITUTE OF TECHNOLOGY
2	CAMBER RACING	SRM UNIVERSITY
FUEL ECONOMY		
RANK	TEAM NAME	COLLEGE NAME
1	CAMBER RACING	SRM UNIVERSITY
2	TEAM OCTANE RACING	COLLEGE OF ENGINEERING; PUNE
DESIGN EVALUATION		
RANK	TEAM NAME	COLLEGE NAME
1	TEAM HAYA	PES INSTITUTE OF TECHNOLOGY
2	TEAM ROAD RUNNER	NATIONAL INSTITUTE OF TECHNOLOGY; ROURKELA
COST ANALYSIS		
RANK	TEAM NAME	COLLEGE NAME
1	PEGASUS RACING	PSG COLLEGE OF TECHNOLOGY
2	TEAM WINGS	MAHARASTRA INST OF TECH., AURANGABAD
MARKETING PRESENTATION		
RANK	TEAM NAME	COLLEGE NAME
1	TEAM MOTORBREATH	VEERMATA JIJABAI TECHNOLOGICAL INSTITUTE
2	PLYSTEER RACING	HINDUSTAN COLLEGE OF SCIENCE AND TECHNOLOGY
ACCELERATION		
RANK	TEAM NAME	COLLEGE NAME
1	TEAM TERASVIN	SONA COLLEGE OF TECHNOLOGY
2	TEAM VAMOS AUTOCROSS	SINHGAD ACADEMY OF ENGINEERING
OVERALL SCORE		
RANK	TEAM NAME	COLLEGE NAME
1	CAMBER RACING	SRM UNIVERSITY
2	TEAM OCTANE RACING	COLLEGE OF ENGINEERING; PUNE

## SAEINDIA

### INTERNATIONAL LECTURE ON FUNDAMENTALS OF MODERN VEHICLE

u k ° V o U @ o o @ \ V o

We would like to inform that International Lecture on Fundamentals of Modern Vehicle Transmission by Dr. William Mark Mcvea, P.E., was conducted on 8<sup>th</sup> - 10<sup>th</sup> may, 2014 at Hotel Radha Regent, Chennai. In this meet more than 46 delegates from all over India actively participated.

This lecture provided the platform on functional principles of modern vehicle transmission systems. The first day seminar includes an overview of Mechanical Power Transmission in a Passenger Vehicle and Light Truck and Powertrain Requirements. For Second day, the development of Modern Gear Drives was discussed and a Continuously Variable Transmission (CVT) system, which represents a fundamental shift in the way power is transmitted from the primary source to the remainder of the drive line, had focused of in-depth coverage on the third day of the seminar.

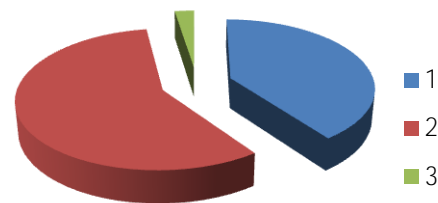
#### The Feedback from Delegates:

u o informative. Questions were dealt nicely and patiently. Overall E.V.Dhivya, Jyothi, Senior Software Engineer, WABCO INDIA LIMITED.

Kathiravan Ravivarman, Specialist, Bosch.

u o needs in  
@ V.Siva  
Subramanian, Program Manager, Satyam Venture  
Engineering Services Ltd.

)  
Understanding to product. Leads, to get good new  
nand G, Senior Section  
Manager, Renault Nissan India Ltd.



- 1 Outstanding
- 2 Very good
- 3 Just Acceptable

## SAEINDIA & ARAI – Strategic Partners

### Symposium on International Automotive Technology 2015

ARAI organizes SIAT (Symposium on International Automotive Technology) biennially in association of SAEINDIA and NATRIP which is presentation of papers and keynotes, display stalls, technology theatres and also a platform providing opportunity to the auto, component and allied industry to demonstrate their products, technologies, equipment, etc.

The forthcoming 14<sup>th</sup> Symposium on International Automotive Technology (SIAT2015) is scheduled at ARAI, Pune, (India) from 21 to 24 January. It will concentrate on technologies for safer, cleaner and quieter vehicles with enhanced connectivity. It will also focus on innovative advancements in automotive technologies to meet future challenges.

We request you to block your calendar for SIAT 2015 and contribute technical paper/s on any of the following topics of Automotive Engineering as in

<http://volunteers.sae.org/authors.htm>

Technical Papers are required to follow SAE technical paper writing guidelines as summarized in <http://volunteers.sae.org/authors.htm>

Papers accepted for publication and presentation in SIAT 2015 will be given SAE paper numbers and will find place in SAE database.

The contents of the paper should not have been published elsewhere.

#### IMPORTANT DATES:

- ◁ Receipt of Abstracts 30 April, 2014.
- ◁ Acceptance of Abstracts by Evaluation Committee 16 June, 2014.
- ◁ Receipt of Draft Manuscripts 31 July, 2014.
- ◁ Receipt of Final Papers 15 November, 2014.

---

#### Director ARAI

Mrs. Rashmi Urdhwarshie has taken over as Director of The Automotive Research Association of India (ARAI) on 1<sup>st</sup> July 2014. She is also unanimously selected as a Chairperson of SAEINDIA Western Section.



Mrs. Urdhwarshie, she started her career in ARAI in the year 1983 as a Trainee Engineer and escalated through the internal promotions and currently hold the position of Director, who is the CEO of the organization. During the span of 31 years, she has been a driving force and significant contributor to the glorious success of ARAI.

Her dynamic leadership and guidance will certainly make SAE India Western Section more strong and vibrant in respect of membership, dissemination of information, seminars, etc.

---

## SAEINDIA

### Propel high with project management

PMI and SAEINDIA is jointly organising a one day conference in Bangalore on July 24th at Matthan Hotels to promote project management awareness among the aerospace & defence community. It goes on the theme "Propel high with project management".

The event will be inaugurated by SAE International President Mr.Dan Hancock and dignitaries like V.N Suresh, Dr.V.K.Saraswat, Dr.Tessy Thomas and Dr.Avinash Chander are expected to be the key note speakers. The target audience will be from aerospace companies including Engineering Services companies like HCL, Wipro, Infosys etc besides major players and component suppliers besides ISRO, HAL and NAL. Boeing, Airbus, GE Aviaton, Rolls Royce, Honeywell etc will be primary targets for delegates. The target audience will be from aerospace companies including Engineering Services companies like HCL, Wipro, Infosys etc besides major players and component suppliers besides ISRO, HAL and NAL. Boeing, Airbus, GE Aviaton, Rolls Royce, Honeywell etc will be primary targets for delegates. The conference objectives would be to discuss ways to capitalize on the rising global demand for aircrafts, share ideas on overcoming complex management and integration challenges, explore how tried and tested project management methodologies can boost the industry's success.

### Conference Focus Areas

- ◁ Discuss opportunities to capitalize on the rising global demand for aircrafts
- ◁ Share ideas on overcoming complex management, coordination and integration challenges

Explore how tried and tested project management

---



SAEINDIA SECTION NEWS

BANGALORE SECTION

BUILDING WORLD CLASS CAPABILITY IN MANUFACTURING

An initiative by Indo-American chamber of commerce along with associate partner SAEINDIA, BANGALORE SECTION hosted an event on 'BUILDING WORLD CLASS CAPABILITY IN MANUFACTURING' on 16/05/2014.

The event was held on Friday dated 16/05/2014 time around 6.30pm to 9.30pm. At Matthan hotel. The chief guest for the programme was Mr. M Maheshwara rao, I, Govt. Of Karnataka.



Over 150 delegates were expected earlier to this event, the expectation level crossed to a peak level of 163. Delegates from various companies were part of this event. The discussion of the event was completely focused on potential resources hidden in industries which can contribute towards massive economic development of nation.

A key MC- member of SAEINDIA, BS & IACC who drove this event to its greater heights and contributed immensely was Mr. Munirathnam Javaji.



Javaji consultancy and student members of SAEINDIA & Industry volunteers.



Key notespeaker- Prof. Pankaj Chandra, Former Director, IIM Bangalore; Speaker - Dr.Subramaniam Devaraj, Sr.Vice president, TVS Motor Company.

Moderator for the event Mr. A N Chandramouli, Managing Director, Starrang India Pvt Ltd.

Presentation was by Mr. R. Sehgal Director, Energy & Infrastructure, Siemens Industry Sector.

Panellist for the event were,

Mr. Arvin Baalu, Vice president, HARMAN International, Mr. T R Parasuraman, Dy. Managing Director, Kirloskar Toyota Textile Machinery Pvt. Ltd, Mr. Surendra M Vaidya, Executive Vice President & Business Head, Godrej Precision Systems,

Mr. S.Raghavan, Advisor to Group Executive Chairman Larsen & Toubro Limited (L&T)

Also present at the event were,

Mr. K.P.Murthy, vice chair, student activities, SAEINDIA, BS, Mr. R.Krishnan, Vice chairman, SAEINDIA, BS, Mr.Anoop B.Srinivasan, MC-member, SAEINDIA,BS, Mr. Ritheesh Shetty & Mr.Purushotham S.Joshi, BDM, SAEINDIA, BS.

INAUGURAL OF SAEINDIA COLLEGIATE CLUB, SSIT TUMKUR.

SSIT (Sri Siddhartha Institute Of Technology) Tumkur, is one of the Premier Engineering College, which has a long history of 60 years. The college started its one more new chapter by forming a club in mechanical engineering department by the name of 'SAEINDIA COLLEGIATE CLUB'.

## SOUTHERN SECTION



## Toptech - Steering System and Vehicle Handling

u Systems an t was organized by SAEINDIA Southern Section on 25th & 26th April 2014 at Radha Regent Hotel, Chennai.



The event was held on Saturday. Dated on 24/05/2014 10:30am to 12:30pm, at SSIT campus. The club was inaugurated by the chief guest.

Speaker: Shri. S. Radhakrishnan (Retired Vice-President (R&D) from Rane TRW Steering Systems Ltd)

Mr. Anurag Parmar welcomed all, Introduced Mr. Tushar Kanikdale.

Mr. K P.MURTHY, vice ch student activity, SAEINE Bangalore section Followed by 45 Minutes brief seminar on SAEBAJA event activity by Mr. Purushotham S.Jos BDM, SAEINDIA BANGALOF SECTION.



Mr. Tushar is basically a mechanical engineer from Nagpur University. He has done his M.Tech in Thermal Engineering from IIT Bombay and has executive MBA degree from SPJIMR Mumbai. He has been working in automotive industry since last 11 years. He started his career as Engine Testing Engineer in ERC Tata Motors. Subsequently he worked in areas like Engine Design, CFD, Engine System Simulation and Analysis Led Design. He is presently working with Cummins Technologies India Ltd as Black Belt - Technology Planning and Innovation.

Following aspects were covered in the lecture:

< Why DFSS?



@ community along with professors, college staff & SAE office bearers which made this occasion to be of greater success.

## WESTREN SECTION

## Tech Talk Series Lecture On

The Tech Talk Series Lecture on Design for Six Sigma was organized on 31<sup>st</sup> May 2014 at ARAI Pune, which witnessed participation from engineers & scholars in the discipline of engineering. The speaker for the lecture was Mr. Tushar Kanikdale from M/s. Cummins Research and Technology India Limited.

- < DFSS overall approach to new product design.
- < DFSS key tools.
- < Various Industrial examples.



Mr. Anurag Parmar proposed the vote of thanks on behalf of SAEINDIA Western Section and ARAI.

---

### Upcoming events Western section

- Ø CAE for Powertrain Application on 7<sup>th</sup> to 9<sup>th</sup> July 2014 at ARAI, Pune.
  - Ø Multi Axis Testing Improving Durability Of Automotive Components on 15<sup>th</sup> July at Delhi, 16<sup>th</sup> July at Chennai and 18<sup>th</sup> July at pune
  - Ø Emissions and our Environment on 28<sup>th</sup> Aug 2014 at ARAI, Pune.
  - Ø Material Testing Digital Image correlation on 13<sup>th</sup> Aug 2014 at ARAI Pune.
- 

### Presented by SAEINDIA Media, Communications and Publications Committee

Mr. Asit K Barma  
Chair

Mr. C.V.Raman  
Vice Chair

Mr. Umaanand Dair  
Member

Mr. Arun Sivasubrahmaniyan  
Member

Mr. R Rajendran  
Member

Mr. Rajesh Kumar  
Member

Mr. Deepak Panda  
Member

Mr. Avnish Gosain  
Member

Mr. Mohit Sehgal  
Member

### Supported by

K. Shriram Chandran,  
Deputy Director General, SAEINDIA

D. Seshadri,  
Deputy Director Marketing, SAEINDIA

### Created by

Priya Gunasekar,  
Asst. Director  
Programs Development, SAEINDIA

A.V. Dhananjayan,  
Senior Officer,  
Information Technology, SAEINDIA