

## SITAA VOICE

Seshasayee Institute of Technology Alumni  
Association  
(SITAA)Regn.No. 202/2013  
S.I.T. Campus, Ariyamangalam,  
Tiruchirappalli-620010  
Website: [www.sitalumni.in](http://www.sitalumni.in)



Banyan 8

Prop Root. 1

Issue dated 30<sup>th</sup> June 2021



*“Let Noble thoughts come to us from every side”*  
*Life is not about Possession;*  
*It is about Appreciation,*  
*New Hopes & Aspirations*

|                   |                                     |
|-------------------|-------------------------------------|
| President         | P.A.Balasubramanian                 |
| Vice President    | G.M.Rajendran                       |
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| Ex Officio Member | Dr.K.Vijaykumar, Principal I/C, SIT |

**Dated: 30<sup>th</sup> June 2021**

**From the President's Desk:**

Dear SITians, I wish one and all of SIT Family a HAPPY Corona Free Years to come...

I feel sad and very much distressed to note that our Sri.R.M.Palaniappan, Founder President, SITAA, Chairman & MD, Jothi Malleables Group of companies and few of our Alumni have lost their life during this quarter. Our heartfelt condolences to the bereaved family.

First of all, I convey my best wishes to our Alumni **Sri.R.Gururajan for his new assignment as Senior Project Advisor** in the proposed District cooling system Project of TN Govt. undertaken by IIT, Madras and **Sri.Antony D'Souza** for his elevation as **Executive Vice President & Regional Manager, DNV's Maritime Americas**. I personally congratulate them.

Secondly, I would like to share that there is an appreciable progress of the construction work of open air auditorium. Now the laying of roof at 16 feet level over the entire portion of the stage was completed on 22<sup>nd</sup> APRIL 2021, in the presence of quite a good number of Alumni, myself along with team of SIT faculty and staff. The centering work has been removed and the entire building presents a good look today. Because of the second wave of Corona, the work has come down and will be resumed shortly.

After the completion of the stage portion, we will be taking up the work of providing Flooring, proper Roofing and other finishing works including provision of seating arrangements on a permanent basis. For all the above works, a lot funds is required. I feel happy to note the numerous positive responses against my appeal, from several alumni and wish to thank each alumnus from the bottom of my heart for their gratitude and contribution to the construction of open air auditorium. I personally met several alumni at their residences and offices who responded positively.

I expect a good contribution from 1977 batch Alumni and from Alumni employed in L&T. The details of the events & other activities during this quarter are presented in this issue. Once again, I appeal to all our Alumni to come forward to contribute their might for the construction of the auditorium in our SIT Campus, so that the work can be accelerated and project can be completed at the earliest.

The Academic work is also going on well, with due care taken by Sri.G.M.Rajendran, Hon. Secretary, SES, Dr.K.Vijayakumar, Principal-I/C, Dr.V.G.Ravindhren Vice Principal and their team. I wish all students of SIT take the best of the facilities to shape themselves as promising professionals and leaders in their chosen profession.

Wishing you all the best,

**P.A.Balasubramanian**

President SITAA

Former Faculty Member & Alumni 1963.

Dear SITians,

As Sri.PAB, our President, SITAA said, it is distressed to note that several alumni, includes one of the senior most alumnus, Founder President, SITAA our respectful Sri.R.M.Palaniappan, 1955-58 batch CMD, Jothi Malleables Group of Companies passed away in this quarter. Sri.Palaniappan guided us in SIT, SES as Member and SITAA. Whenever we meet him, he used to advise us that SIT should be the Flag carrier of TN Polytechnics. He motivated us to enhance our operations in SIT and SITAA. Few of my own batch mates belonging to 1973 Mechanical, few alumni who have shown keen interest in SITAA and as well as construction of auditorium were left us during this quarter.

In spite of corona, construction of auditorium witnessed good progress in this quarter.

In May 2021 itself, we have published our invitation for first year admissions in our website and substantial students have registered themselves for admissions. Once clearance from TN Govt. received, we shall advise those students to convert their registration as application for the admissions.

I would like to share that several lecture programmes, review of NBA requirements are conducted through online/ webinar / zoom meetings in order to get benefitted both by faculty and students.

I present various activities of SIT & SITAA of this quarter. We have a plan to celebrate Founder's day and conduct AGM of SITAA on 14<sup>th</sup> August 2021 in humble way. This will happen based on TN Govt. guidelines and all precautionary measures of corona pandemic.

Sri.P.Srinivasan, Secretary, SITAA would like to publish his memories with SIT, Sri.GS, Sri.ANC, other faculty members and alumni. An article "Down the memory lane" was written by Sri.Srinivasan. All alumni are requested to send valuable article related to SIT or their career growth so that we will accommodate in our e-magazine based on availability of space.

Kindly go through this issue and furnish your feedback.

With Regards

G M Rajendran  
Hon Secretary SIT & Vice President, SITAA



After joining Golden rock Workshops in 1988 , I used to meet my batch mates (1981) often and was drawn into the Alumni Association in the year 1998 itself. My mentor in SIT was Sri ANC whom I frequently met for seeking his blessings and my mentor for SITAA is Sri GS.

My first meeting with Sri.GS was in 1998. I was trained by Railways for ISO 9001 Lead Assessor Certification in 1996 and later on was inducted into ISO Cell. During 1998 , for a Productivity Day celebrations we invited Sri.GS as Chief Guest , being Tiruchirappalli Productivity Council Chairman. As expected he made an excellent speech fitting the occasion.

*I shall be telling this with a sigh.  
Somewhere ages and ages hence:  
Two roads diverged in a wood,  
and I took the one less travelled  
by, And that has made all the  
difference. - Robert Frost*

He quoted the poem of **Robert Frost - The Road Not Taken** to stress the need for Innovation. His English was really charismatic and he would take the entire audience including VIPs on the dais into his grip when he delivered his key note address.

Sri.GS instructed me to meet him at Institution of Engineers, Trichy chapter every Tuesday. There I was introduced to many senior Alumni, in specific Sri.P.Kothandaraman, Founder Secretary, SITAA and met my own batch mates. This meeting made me to induct myself into SITAA as life member in Dec 2002.

I used to meet our “Gurus” and senior Alumni in Srirangam. Two weeks back I met Sri. RRG (Sri. R. Raja Gopal, our English Professor). During the conversation, I just expressed my fortune of attending both Silver Jubilee and Golden Jubilee Celebrations of SIT, as Alumni. The Chief guest of both the functions was Dr.V.C.Kulandaisami, then Director of DOTE. Immediately it electrified Sri.RRG’s memory and he recounted that the Institute was facing a financial crisis and all senior lecturers and professors were asked by Sri.GS to come forward and support him to run the Institute. At that time Sri.GS was Principal and Sri.ANC was Vice Principal-HOD, Civil dept. They convened a meeting in which it was decided that all Senior faculty would donate a proportion of salary to the Trust. This went on for few months.

This fact was recalled on the dais, by Shri.GS during Silver Jubilee Celebration Speech duly thanking the faculty who shared the financial loss incurred by the Institution as the Management could not escalate Tuition fee despite Govt grant.

*“Capacity to express one’s  
gratitude is the basic culture of  
any civilized society. It blesseth  
him, that gives, and him that  
takes” -William Shakespeare*

In concurrence with the charitable intentions of our founder, faculty members also had contributed to. Sri. RRG also recalled the famous lines of William Shakespeare quoted by Sri.VCK during his commemorative Speech with his artistic fluency of Tamil and English which are worth etching in Gold.

**Why I shared the above, that such eminent leaders were supporting Technical education and institutions in specific SIT – P.Srinivasan, Secretary, SITAA**

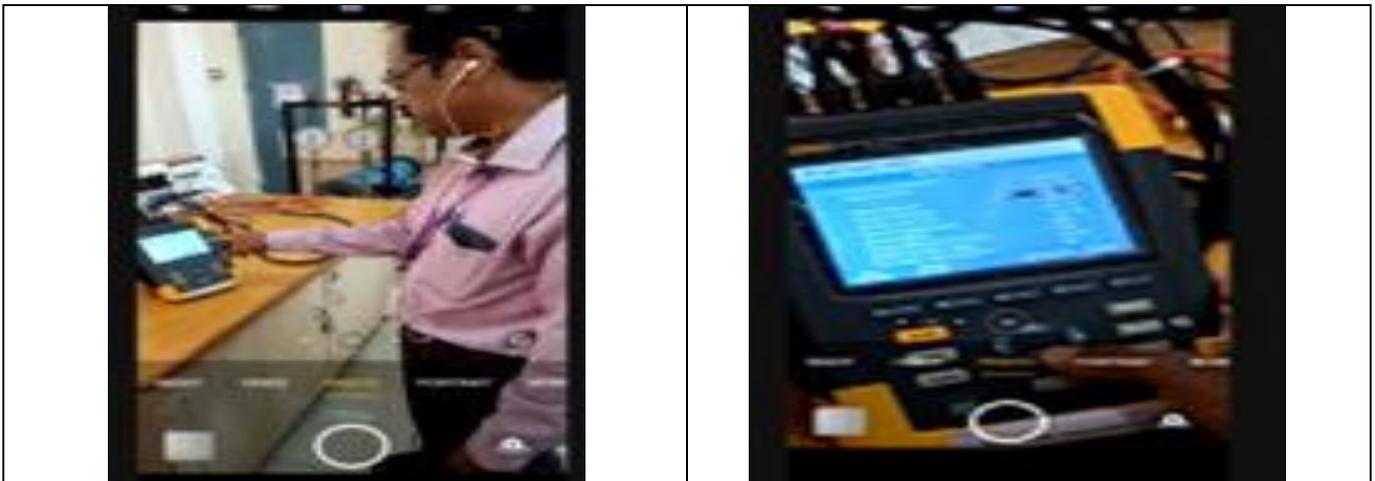
### **Workshop on soft skills development (ISTE student chapter)**

A Three day online Workshop was organized for Second year students of Department of Paper Technology & Department of Instrumentation & Control Engineering under ISTE student chapter conducted from 15.04.2021 to 17.04.2021. This work shop was conducted by LISA Life Skills Academy to create an exposure for students to develop their interpersonal skill & communication skill.

### **Webinar on Energy Conservation & Auditing with Power Quality Analyzer**

Department of Electrical and Electronics Engineering of our Institution organized a webinar on 30<sup>th</sup> April 2021, in association with Electrical and Electronics Engineering department of K.Ramakrishnan College of Engineering on the topic “**Energy Conservation and Auditing with Power Quality Analyzer**”. All final year students were interestingly participated in the webinar.

Dr.S.Titus, faculty of this programme, demonstrated the features and usage of Power Quality Analyzer, in addition to the live session of explaining the procedures to carry out energy audit using Power Quality Analyzer with data recording and retrieval. Dr.R.Ilango, faculty explained the need for energy conservation and management. A good feedback session was arranged to clarify the queries of the students. In order to know the understanding, a test was conducted through online quiz programme during the Webinar by Dr.K.Dhayalini.



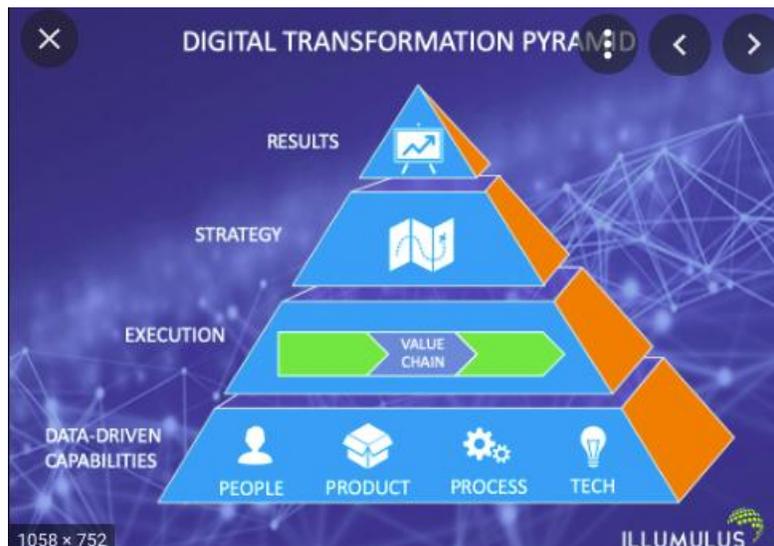
## Digital Transformation Technology - Lecture

Department of ICE arranged an online lecture on the topic” Digital Transformation Technology” on 28-05-2021.

During the lecture, Dr.S.Chellammal faculty of this lecture elucidated the difference between Digitization, Digitalization and Digital Transformation. She emphasized the significance of digital transformation in Industrial Automation. She narrated with examples that how the application of Programmable Logic Controller, DCS and SCADA in industry makes them more efficient, safe, and reliable.

She introduced the enablers of digital transformation such as cloud computing, AI/ML/DL/AR/VR, Block chain, Internet of Things (IoT),Big data and 5G Technology. She explained about cloud computing that is the delivery of computing services—including servers, storage, databases, networking, and software—over the Internet (“the cloud”). She demonstrated how cloud-based storage makes it possible to save files to a remote storage device rather than keeping them on a proprietary hard drive or local storage device.

She illustrated the difference between Internet of Things (IoT) & Industrial Internet of Thing (Idiot) and the applications of IoT. She showed how the IoT merges physical and virtual words, creating Smart environments such as Smart city, Smart Hospital, Smart Highway, Smart factory, Smart farming, Smart grids etc.



She also explained about the history of mobile technology from 1G to 5G, the different protocols available such as Bluetooth, Wi-Fi, ZigBee etc, the meaning of Big data, Data privacy and Data Security and the use of AI in automotive industry. Her lecture motivated our students to gain more knowledge about the recent trends in Digital Transformation Technology.

## Latest Trends in Plan Approval – Lecture

Department of Civil Engineering conducted a lecture programme through online on the topic “Latest Trends in Plan approval” on 01-06-2021. Sri.R.Vetrivel, M.Tech (Structures), faculty of this programme, our alumnus delivered the lecture.

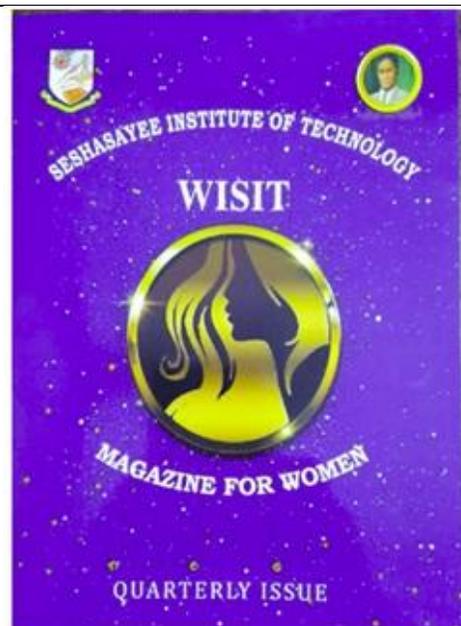
Sri.Vetrivel deliberated the details about the future needs of civil engineers in the field of constructions. He demonstrated planning knowledge with detailed drawings. He taught us the concepts to be implemented and gave us ideas to do the future projects viz.

- Current FSI in low rise buildings and high rise buildings.
- Splay requirement in corner plot.
- Solar power plant, Rain water harvesting structures and Treatment plant within the campus.
- Minimum dimensions for doors, windows, bath, toilet, rooms, and height of floors
- Conversion procedures of land for various uses.
- Various color schemes for elements in approval drawings.



## Women’s Magazine

The Women In Development Thrust area of CIICP has taken an initiative to bring out Quarterly Newsletter to exhibit the talents o staff and girl students, The first issue of the News letter was released on ,,, and is published in the college website <http://sittrichy.in>



## Webinar – Paper technology department

The Paper technology students attended a webinar on the topic “Don’t let REJECTS take away your previous FIBERS”.



The poster is for a webinar organized by IPPTA (Indian Pulp & Paper Technical Association for Paper Technologist). The main title is "Webinar on Don't let REJECTS take away your precious FIBERS". The featured speaker is Mr. Christopher Krainer, an iFibre Product Manager, a plastic designer with a master's in Mechanical Engineering, and someone who has spent 18 years with IBS. The webinar is scheduled for May 29, Saturday, at 11 AM IST. Other speakers mentioned are Mr. Sanjay Singh, Mr. Ganesh Ghoshal, and Mr. M K Gupta. The poster includes a registration link: <https://tinyurl.com/IPPTA-IBS>. It also lists guidelines for attendees, such as rating questions via Q&A and not using the chat for off-topic discussions.

PPT Department has coordinated students of Second & Third year to attend a webinar conducted BY IPPTA (INDIAN PULP & PAPER TECHNICAL ASSOCIATION FOR PAPER TECHNOLOGIST). A pioneer in knowledge enhancing webinar to develop the skills and exposure for Paper Technologist. The webinar was conducted on 29th May, 2021.

## Smart Materials in Industrial Applications - Lecture

Department of Mechanical Engineering conducted online guest lecture on “Smart Materials in Industrial Applications”. The lecture was presented by Sri.S.Nakkeeran, Associate professor, Bharath Institute of Higher Education and Research, Chennai.

## Grant of patent

Dr. VG.Ravindhren of Department of Computer Engineering and his team of 12 members from various institutions across India have been granted patent by Department of Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, Government of India for their invention.

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|---|--|
|  <p>उद्योग संवर्धन और आंतरिक व्यापार विभाग<br/>DEPARTMENT FOR<br/>PROMOTION OF INDUSTRY AND<br/>INTERNAL TRADE</p> <p>सत्यमेव जयते</p> |  <p>INTELLECTUAL<br/>PROPERTY INDIA</p> <p>PATENTS   DESIGNS   TRADE MARKS<br/>GEOGRAPHICAL INDICATIONS</p> |
|---|--|

**Title of the invention:**

System and method for crop and fertilizer recommendation through soil nutrient monitoring using Cyber physical system and Machine Learning Published on 11-6-2021

The device comprises a soil original data acquisition module, a synthesis processing module, a soil synthesis data set calculation module, a target parameter calculation module and a recommendation information acquisition module; the soil original data acquisition module is used for acquiring a plurality of soil original data from to-be-detected soil, and a soil original data set is obtained according to the plurality of soil original data; the synthesis processing module is used for carrying out synthesis processing on the soil original data set to obtain a soil synthesis data set; the soil synthesis data set calculation module is used for calculating the soil synthesis data set to obtain a target parameter, and the target parameter is used for calculating a target plane.

**Workshop on 360 degree Feedback**

Sri.K.Saravanan HOD/EEE and Dr.VG.Ravindhren HOD i/c Computer have attended the workshop on 360 degree feedback conducted by AICTE. On 28-05-2021 Sri.K.Saravanan is the coordinator for the 360 degree Feedback activities.

**NDLI club Orientation session for NDLI club authorities:**

Dr.K.Vijaykumar, Mrs.V.Vijayalakshmi, Dr.VG.Ravindhren and Sri.A.Baskar attended the orientation programme on 5th June, 2021. SIT has been a registered member of NDLI (National Digital Library Initiative). The following are the roles of the faculty

- |                        |                  |
|------------------------|------------------|
| 1. Dr.K.Vijaykumar     | Patron           |
| 2. Mrs.V.Vijayalakshmi | Secretary        |
| 3. Sri.A.Baskar        | President        |
| 4. Dr.VG.Ravindhren    | Executive member |

**Review of NBA:**

With regard to the progress of getting NBA two meetings were arranged to review and monitor the development,

The First meeting was held on 17-04-2021 through online mode using Google Meet. Professor Sri.Sreenivasan from Jain College, Chennai acted as the resource person to clarify the doubts of the faculty in doing the task of CO-PO mapping, factional load calculation etc. All faculties attended the meetings

The next meeting was conducted on 27-05-2021 at the AV Room located at our campus. HODs, senior faculty and faculty involved in NBA process, attended the meeting. Dr.K.Vijaykumar, Principal chaired the meeting. Dr.VG.Ravindhren, Vice-principal informed the documents to be collected and compiled for the preparation of course file. The participants also discussed using of Blooms taxonomy in designing of the question papers.



### **SIT Alumnus Sri.R.Gururajan excels.....**

**Sri.R.Gururajan**, studied his Pre-Technical Course in SIT during the year 1972-1973, scored fifth rank in Tamil Nadu state because of which, he got admission in IIT, Madras. He is a Bachelor of Technology of the 1978 batch of IIT, Madras in Mechanical Engineering. He has worked for Blue star in two stints of five years each from 1979-83 & 1997-2001. He has handled a variety of assignments

including Sales, Engineering, Contracts Management, Operations, Parts & Service for various types of HVAC systems for Comfort & Industrial applications. He has also worked in Saudi Arabia, U.A.E & Bahrain and some of the applications include Housing & shopping complexes, Offices, Hospitals, Skating rinks & Hotels.

Now IIT, Madras will be executing a TN Govt. proposed project District Cooling System for which he has been appointed as “Senior Project Advisor”. This has given him an opportunity to serve his own Alma mater. SITAA congratulate him and wish him all the best

R. Gururajan, a major donor for GS-ANC open air auditorium, contributed Rs.2 lakhs. SIT, SITAA congratulate him for successful execution of the said project.



### **SIT Alumnus Sri.Rengarajan Srinivasan excels...**

**Sri.Rengarajan Srinivasan**, Alumnus 1981 Mechanical, Career experience: Sundaram Clayton, Brakes Division, - 1981 to 2001 & Harita Seating Systems, -2001 to 2016.

Currently on Board of two companies as Director. Prakash Seating Pvt Ltd Director 2017 till date.

Focus areas - Marketing, Business development & Sales. Design, development and supply of Bus seating systems, Product solutions and PU moulded foam parts. Business turn over 2019-20: INR 21.50 Crores.

StellarSP Pvt Ltd Director 2018–till date. Promoter & Whole time Director Strategy, Policy & Business management, Growth and Financials. Business turn over 2019-20: First full year operations. INR 27.25 Crores.

He has been awarded with SIT Rathna Award due to his outstanding performances.

As the manufacturing unit was functioning in a leased premises at the KIADB Industrial area, Attibele, Bangalore till March 2021. The facility posed constraints on productive process flow and higher cost of production and hence the need was felt for an efficient, larger facility with higher capacity to meet the expected growth in the bus industry.

SPL management initiated the process of setting up a new green field manufacturing facility, to save the rental costs and to enhance the capacity of the plant.

Sri,Rengarajan identified the project with detailed feasibility analysis for the new project which include land, plant, machinery, etc. As the newer facility would enable them to plan and execute efficient manufacturing set up, lean process flow, higher productivity, and cost reductions across the operations. Therefore, Sri.Rengarajan played a key role in setting up this new green field manufacturing unit and created the desired efficiencies, leveraging the technology on process engineering.

SPL new facility is spread across 2 acres of land in a greener environment at Samandur, Anekal, south Bangalore at with proximity to major industrial areas and several OEMs in Auto industries, who can be potential customers. New OEMs for EV projects are another opportunity to cater light weight seats.

SPL new manufacturing facilities with land & building, new machinery & equipment and new product development projects are estimated to cost around INR 8 Crores and is funded with internal investments and bank loans.

The new factory including the land & building investment will even out the rental costs & adds to our balance sheet as an asset and recurring rental cost impact is thus avoided.

Now the new manufacturing facility is being installed with all plants & machinery. Shifting is under progress and the final phase of installation and commissioning to operationalize the factory by July 2021.

SPL has launched a new range of modular platform seating solutions for buses under the Bus code in 2021. Lightweight & modular product range for bus passenger seats with fewer number of parts, resulting in fuel efficiency & cost savings to the bus operator. Launched compact foldable PU foam mattresses for various applications like Yoga, Meditation and fitness centers, Health practices and leisure travel kit.

Further, SPL has taken up a range of new products for design and development of Driver and Co driver seats for the Commercial vehicle industry, EV vehicle seats, and Public seating solutions for weatherproof seats and Auditorium seats.

Sri.Rengarajan's articles were published in Motor India magazine – First page attached. For full article the same can be read in the magazine:

Bus Industry Special - [Stellar](#) – Setting high standards in bus seating- Motor India Oct'2019

[Component Zone - StellarSP](#) setting new benchmarks with all-new 'Deneb' seating range- March 2020

Under Guest Column – Indian Bus Industry needs a shot in the arm – Motor India November 2020

Sri.Rengarajan's contribution to his company, in turn satisfying the needs of the society is highly commendable. SIT & SITAA wishes him to reach further altitude in his career



# Stellar – Setting high standards in bus seating

Sarada Vishnubhata visits the manufacturing set-up of Stellar SP, a start-up based in Attibele in Bangalore Urban district and finds it teeming with new and innovative ideas in modular and lightweight bus seating design that is ably supported by in-house research and development and engineering

Think bus seats, think Stellar Seats & Products (Stellar). Stellar, an eight-month-old startup, is poised to unveil its modular and lightweight range of bus seats and aims to take on both domestic and international markets. This enthusiastic and lean company has many ideas up its sleeve and currently is in the process of setting up multiple efficiencies in its bid to expand its horizons.

Says Rengarajan Srinivasan, Director, "Stellar is looking at a multi-fold growth and we are already well-prepared. We are strategically located in Bangalore and are now focusing on modular design, light-weighting, new materials and in the near future we will be ready to make seats that we can assemble at the customer's end."

Pradeep Ambavaram, Director, adds: "Our philosophy is for all Stellar products to be nut and bolted ones. Though our flagship product will be bus seats, we will be also looking at other adjacencies, which can be built into profitable standalone verticals." **A Stellar promise**

Inspired by the 'Make in India' concept, Stellar is a start-up which means that it is a small company to begin with 'where strings are held loosely'. Stellar's advantage is its open-mindedness and its capability to execute projects fast. Says Ambavaram: "We are constantly working towards reducing the weight per sq in all our engineered products. We are also lessening the number of components needed. Our latest new lightweight seat is under development. The prototype is ready and the product line will be launched in the beginning of 2020." With the new product line, Stellar will be ready for markets across the country and the world, in line with its 'Make in India, for India and the world' strategy.

Stellar has already made successful inroads into new customers with well-designed seats, meeting the customer expectations on comfort, safety and trouble-



free performance and reliability. Tamil Nadu is one such example which has received the well-engineered standard high back seats for mass public transport buses. Stellar has recently launched a new model 'Stellar' a reclining seat with 3-point safety belt and serviced it to new customers. The product has generated keen interest among the stakeholders who have placed repeat orders. Ambavaram reveals: "Traditionally, the bodybuilders themselves build the seats along with the buses or source it locally from the unorganized sector. This is, probably, the first time that they have opted for outsourcing an engineered seat at competitive costs from Stellar and

## COMPONENT ZONE

# StellarSP setting new benchmarks with all-new 'Deneb' seating range

The Bengaluru-based company is bullish about its new seating range keeping in mind the amount of market study, engineering effort and efficiency improvements that have gone into its design and development, writes N. Balasubramanian

StellarSP Private Ltd. (StellarSP), the newest brand of seating systems and related components in the Indian market has launched an entirely new range of bus seats catering to multiple segments and applications. The home-grown start-up, an associate company of Prakash Seating, has set its sights on revolutionising the bus seating landscape in the country with its highly engineered modular seating solutions which it is confident would set new benchmarks in terms of reliability, comfort, light-weighting and cost.

Talking exclusively to MOTORINDIA, Rengarajan Srinivasan, Director, StellarSP, says: "We are launching our new seat range called 'Deneb' which will cater to all segments in our bus market. Owing to the modularity of the products, the range has seats for standard city bus, school bus, staff bus, municipal bus, inter-city coaches and long-distance coaches. We have carefully identified the needs of each and every segment and designed seats specifically for each segment and application."

### 'Engineering' the difference

According to Stellar, the AS Q23 specification that defines standards pertaining to seat systems has helped improve the levels of safety and comfort in bus seats. As far as StellarSP is concerned, its attention to detail when it comes to 'engineering' the seats the right way is what makes it stand out from competition.

"Quality engineering is a must to produce reliable seats with trouble-free performance over a longer warranty period than what competition offers. We have set new benchmarks in terms of light-weighting and reliability with our new range. Our customers need not worry about the seat structure throughout the life cycle of the bus, foam and other wear & tear parts will also last longer than before and what competition offers. All plastic parts are made through injection moulding and thanks to our modular design, the part count is reduced, and weight is considerably reduced", explains Rengarajan.

Pradeep Ambavaram, Director, StellarSP, adds: "We have achieved significant weight reduction and reduction in number of components in our new range. The idea is quite simple – lesser components, lesser problems, longer life. But what stands out in our case is that we have used the usual products and raw materials and still achieved such weight and cost reduction purely through design, engineering and lean manufacturing."

### Collaborative effort

The new seat range from StellarSP has been designed and developed after intense market study to understand the existing products and unfulfilled requirements of customers and passengers. In addition to going all out on in-house engineering, the company has col-



Rengarajan Srinivasan, (seated), Pradeep Ambavaram, (left), Director, and Karthikeyan K, Manager-Engineering, StellarSP

laborated with 10 key suppliers of which 7 account for over 90 per cent of the parts thanks to its 'Saker' approach where each supplier makes multiple parts. Rengarajan shares: "We have selected our supply chain in such a way that they are able to meet our expectations and are capable to deliver our kind of quality and efficiency. We have gone for a quality- and capability-based approach and have made them upgrade their capabilities. As a result, we have achieved target cost results and will be passing on the benefits to our customers through our new range."

### Stellar FY20 performance

In FY20, StellarSP's focus has been on foam and foam components, and to support Prakash Seating for all their sub-assembly requirements including structural parts and components.

Further, StellarSP has launched five products in the bus seating segment and serviced bulk orders of STU tenders through sales agencies and private institutional customers.

With regard to its standalone seating products, these new products were launched for different applications, all of which have been well received in the market, thus achieving good business turnover in the first year of



# Indian Bus Industry needs a shot in the arm

This article by Rengarajan Srinivasan, Director, Stellar SP (P) Limited, intends to bring to light the specific issues and constraints of the bus industry and its stakeholders, namely, the bus operators, bus body fabricators and the suppliers together employing a large workforce and their dependant families facing the plight of survival

Worldwide, the corona virus triggered pandemic has caused unforeseen economic losses regarding trade and industry. As present estimates, the pandemic has caused impact on 190 countries with over 59 million people suffering and over 10 million losing precious lives. Still, there is no protection for the risk exposure and a vaccine is yet to reach final approval to make its way to the market for prevention measures. Governments and social agencies are over-stretched with expenditures and resources deployed to handle the pandemic and prevent it from community spread across the hot spot countries.

India is among the top nations with the most affected population and draining the nation's resources and finances in combating the pandemic, while precious lives are lost to the virus. The year 2020 could be a watershed for the economy. Scenarios reveal it yet another daunting challenge to the governments who are being forced to create relief packages. Still, there are huge gaps in the requisite financial aid and subsidies to support the industries, more specifically MSME (and business enterprises) in the automotive industry. The bus industry is the most affected segment among the automotive industry and we will see the absence of loans on roads, hence, the focus is now on highlighting the need for revival.

### Automobile Industry

For the automotive industry the year 2020 has posed multiple challenges coming in the wake of a downturned in economy during 2019, falling demand, un-certainties on electric vehicle (EV) transition and likely interventions, court-led enforcement of the BS VI in passenger vehicles and the hike in manufacturing cost of vehicles. The Indian commercial vehicle industry has seen numerous challenges in its transition to BS VI technologies. The switch to BS VI is a big leap mandated (even before control and a cleaner environment), as is the CAH 2 standard.

With uncertainty over the demand and affordability of BS VI, the industry is already grappling with the impact triggered by pandemic lockdown and suspension of manufacturing activities



since April 2020. Meanwhile, the higher acquisition costs for BS VI vehicles pose barriers for the operators in investment and overall growth. To improve affordability, growth in sales will come only after the cost, in part and ease implementation.

### Bus Industry

The bus industry has set up huge facilities with investments in capacity for large scale production of buses over the years. Bus body builders and their supply chain industries are employing several thousand direct staff, workmen, local and migrant labourers and hence contribute significantly to the GDP with taxes and statutory levies. The industry has over the years groomed specialised skills in their operational excellence, trained their personnel and workmen and developed significant infrastructure for bus body manufacturing over the last few decades. This industry takes pride in being the forefront of 'Make in India' initiatives and provides employment and invest-



### **SIT Alumnus Sri.Antony D'Souza Excels.....**

**Sri.Antony D'Souza** alumna SIT, an outstanding alumna of SIT passed out in 1983, Mechanical branch, Executive Vice President & Regional Manager, DNV's Maritime Americas. DNV GL (Det Norske Veritas), a MNC having its HQ at Oslo, Norway founded in 1864, having its operations around the world.

Sri. Antony is having expertise in Exploration and Production of Oil and Gas, especially in Off-shore projects at United States, Mexico and other parts of the world. He rose up to this level within a span of 15 years.

**"The Maritime Executive"**, an International Magazine, in which all top executives and business tycoons are being interviewed, publishing their views, suggestions towards global business and economy, interviewed our alumna Sri.Antony D'souza and the same has been published under Executive Achievement in March-April 2021 edition.

SIT & SITAA is proud to have Sri.Antony D'Souza as our alumna, SIT Rathna Awardee in 2018, wish him more successful in his endeavor and reach further heights in his career. He is one of the fine patrons of SIT & SITAA. **Three pages of his interview has been downloaded and attached in the following three pages.** To read the full magazine and article clearly, the following link may be used.

<https://www.themagazine.maritime-executive.com/editions/2021/2021-02-march-april-bcs/index.html?r=25>

*"Back in 2013 we merged two leading companies – DNV and GL – with complementary legacies, strengths and market positions. The new brand is meant to simplify our name and carry all the strengths of our proud legacy from different companies to build an even stronger brand built on the trust that our customers place in us."*

BY JACK O'CONNELL

# Antony DSouza,

EXECUTIVE VICE PRESIDENT & REGIONAL  
MANAGER, DNV'S MARITIME AMERICAS

**A** TRUE GLOBAL MANAGER, DSouza heads DNV's fast-growing Maritime Americas operation. He says curiosity and engagement are the keys to success – and to making the world a better place.

## TELL US ABOUT YOURSELF. WHERE ARE YOU FROM?

I was born and raised in India where I received my secondary and post-secondary education. In my twenties I migrated to Australia where I did undergraduate work. Later, I pursued a Master of Science degree in the U.S. and completed executive management and leadership education/training in Switzerland, France and the U.S.

## WOW, THAT'S A LOT! HOW DID YOU FIND YOUR WAY TO THE MARITIME INDUSTRY?

That happened in the 1990s when I had the opportunity to work at a major shipyard in Singapore building FPSOs, and I've stayed in the industry since coming to the U.S. in 1998. I'm actually a mechanical engineer by training and started out in the energy industry.

## OKAY, TELL US ABOUT YOUR RESPONSIBILITIES AS DNV'S TOP EXECUTIVE IN THE AMERICAS.

As EVP and Regional Manager of DNV Maritime, I lead our shipping and offshore-related businesses in the Amer-

icas region. That includes business development, customer service management, finance, HR, QHSE, classification and advisory services.

## WHAT WERE SOME OF YOUR PREVIOUS POSITIONS? HAVE YOU WORKED FOR DNV YOUR ENTIRE CAREER?

Prior to joining DNV in 1998, most of my career was in project engineering and management involving mega-projects in the energy and space industries. Since joining DNV I've held various senior-level positions including Regional Manager for the Middle East & Indian Subcontinent, Director of Operations for West Africa & the Gulf of Mexico and Director of



Newbuilds in Asia Pacific & the Middle East.

**HOW BIG IS THE AMERICAS OPERATION WITHIN DNV'S MARITIME BUSINESS?**

The Americas is one of seven geographic regions in DNV's Maritime business. We have a robust presence in the Americas with offices in ten countries. Since establishing our first office in New York in 1898, we've amassed 123 years of uninterrupted presence and have expanded to serve all market segments in both maritime and energy. We have excellent rapport and relations with all Flag Administrations in the Americas including full authorizations from the USCG.

**WHAT ARE SOME OF THE SERVICES DNV PROVIDES TO THE U.S. MARITIME INDUSTRY?**

As the world's leading classification society and a recognized advisor to the maritime industry, we provide a broad spectrum of services to the shipping and offshore industries in both the U.S. and the Americas, not just with our local presence but also through our global network of subject matter experts.

Our classification services for ships and offshore assets include plan approval, site surveys at newbuilding yards, certification of materials and components, approval of service suppliers, fleet-in-service surveys and audits. Through our advisory units, we provide technical, risk and marine advisory services including noise and vibration, mechanical systems, environmental performance, energy efficiency and fleet performance management, cybersecurity assessments and more.

Our other business areas beyond Maritime provide services to our industry in management system certification, certification of infection prevention, sustainability and technical software.

**TELL US ABOUT THE COMPANY'S NEW CORPORATE IDENTITY AND THE NAME CHANGE FROM "DNV GL" TO SIMPLY "DNV," WHICH BECAME EFFECTIVE ON MARCH 1. WHAT WAS THE REASONING BEHIND THE CHANGE AND HOW DOES IT AFFECT CUSTOMERS?**

Back in 2013 we merged two leading companies – DNV and GL – with complementary legacies, strengths and market positions. The new brand is meant to simplify our name and carry all the strengths of our proud legacy from different companies to build an even stronger brand built on the trust that our customers place in us.

**DNV IS A GLOBAL LEADER IN DECARBONIZATION AND THE MARITIME INDUSTRY'S QUEST FOR ZERO CARBON EMISSIONS. TELL US ABOUT SOME OF THE INITIATIVES IN THIS AREA.**

We've been working hard to convey the message that the time to act is now. While there is no "perfect" fuel, we must come together to develop solutions, and flexibility will play a critical role as we transition to a lower carbon future. DNV's work in this area began more than two decades ago, long before there were specific requirements surrounding GHG (greenhouse gas) emissions, with the release of the first rule sets in the market for LNG as fuel followed by battery hybrid-powered ships.

## Devoted to Excellence



**QINGDAO EVERGREEN  
MARITIME CO.,LTD**

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*“We’ve stated many times that this will be a decade of transformation, especially for the maritime industry, and that gives us a huge opportunity to help our customers and the industry decarbonize and digitalize – goals that our stakeholders and society demand.”*

Today, our annual “Maritime Forecast to 2050” examines the future of shipping in a rapidly changing global energy landscape. We see LNG as a bridging fuel that offers an immediate carbon-reducing option and can be used to future proof vessels built in this decade and beyond. In the deep-sea segment especially, dual-fuel solutions and “alternative-fuel-ready” solutions could smooth the transition by laying the groundwork for a future retrofit.

In the long-term, beyond LNG our research suggests that ammonia, biodiesel, liquid biogas and electro-fuels are promising carbon neutral options in the deep-sea sector with battery-hybrid, fuel cell and hydrogen solutions as leading options for the short-sea segment.

In the Americas, we’re working with a number of operators taking steps toward a low-carbon future including Washington State Ferries, which has committed to all-electric ferries as part of the Washington Maritime Blue strategy, and Seaspan Corporation, which recently signed an order for 5+5 15,000-TEU, LNG dual-fuel containerhips with Samsung Heavy Industries.

**WE SAW THAT DNV RECENTLY JOINED THE SMART MARITIME NETWORK, A COLLABORATION DEDICATED TO ENHANCING INDUSTRY COOPERATION ON DIGITALIZATION. WHY IS DIGITALIZATION SO IMPORTANT TO THE FUTURE OF THE INDUSTRY?**

The Smart Maritime Network is dedicated to supporting collaboration and standardization in the development of IT systems for the maritime sector, something we’ve been doing since 2017 when we launched our Veracity Data Platform. Veracity makes it easier for organizations to undergo their digital transformation by providing a platform for the storage of high-security data with safe sharing mechanisms, data contextualized according to industry standards and easy access to sector-specific applications. The Smart Maritime Network is highly relevant as it will affect how fast the maritime industry can move forward in deriving full value from its data.

**SUSTAINABLE OCEANS IS ANOTHER DNV**

**PRIORITY, INVOLVING SUCH AREAS AS OFFSHORE WIND AND AQUACULTURE. TELL US ABOUT THAT.**

DNV was the project manager and lead editor of the “Ocean Stewardship 2030” report presented last September by our Group President & CEO, Remi Eriksen, at the U.N. General Assembly. It’s now subject to annual review by the U.N. Global Compact. Based on that, we’re applying our expertise from many decades of working on bottom-fixed offshore wind and near-coastal aquaculture into new technologies like floating offshore wind and offshore aquaculture.

We see potential for strong growth in these areas that will translate into opportunities for those in the maritime industry. This is the U.N. Decade of Action when we simply must make progress for a healthy and productive ocean.

**“WHEN TRUST MATTERS” IS DNV’S NEW TAGLINE AND AN APT SUMMARY OF THE COMPANY’S VISION. WHAT DOES IT MEAN FOR DNV’S CLIENTS?**

At a time when the world is transforming faster and more digitally and relying on others to get work done, trust, independence and unbiased opinion will matter most. DNV’s vision is to be a trusted voice to tackle global transformations.

**WHAT’S YOUR BIGGEST CHALLENGE RIGHT NOW?**

We’ve stated many times that this will be a decade of transformation, especially for the maritime industry, and that gives us a huge opportunity to help our customers and the industry decarbonize and digitalize – goals that our stakeholders and society demand.

**WHAT’S YOUR VISION FOR DNV’S MARITIME AMERICAS? WHERE WOULD YOU LIKE TO SEE IT IN FIVE YEARS?**

We see some transformations already taking place in certain market segments and anticipate other segments changing permanently due to COVID-19. Oil and gas companies are transforming into energy companies, and the cruise segment will change with an enhanced focus on infection prevention.

As a leading technological and professional services organization with a reputation for independence and knowledge derived

from the diversified industries where we work, DNV is ideally positioned to contribute positively to our stakeholders in the maritime and energy industries.

**YOU’VE LIVED ALL OVER THE WORLD DURING YOUR NEARLY 40-YEAR CAREER AND ARE A GREAT EXAMPLE OF A GLOBAL MANAGER. WHAT LESSONS HAVE YOU LEARNED FROM THAT EXPERIENCE?**

I can think of two things: Learning more by staying curious and taking interest in the local community and its culture as every place has something positive to offer, and the second is that diversity helps greatly in bringing new ideas to the world.

**HOW WOULD YOU DESCRIBE YOUR LEADERSHIP STYLE?**

Empowerment. DNV is a relatively flat organization full of exceptional people. We invest heavily in knowledge-based training and trust our people so that they feel empowered to execute their roles with pride. I try to keep a balance between long-term objectives and supporting our short-term needs. Trusting my managers and empowering them to carry out delegated responsibilities helps greatly in keeping that balance.

**WHAT EXCITES YOU MOST ABOUT YOUR JOB?**

Engaging with the industry, especially our clients and people. Mentoring young people in our own organization and through other organizations that I am engaged with and seeing them grow in their personal, family and business lives brings great happiness to me.

**WHAT DO YOU LIKE TO DO IN YOUR SPARE TIME?**

Spend more time with my family when I get the opportunity as both our children are away at universities. I love to read, play the guitar and listen to music.

**THANK YOU FOR YOUR TIME! ANY FINAL MESSAGE FOR OUR READERS?**

We’re living in an exciting time when just a decade brings extraordinary transformation that took centuries in the past. Staying curious and engaged not only brings happiness but also makes the world a better place for future generations.

**MarEx**

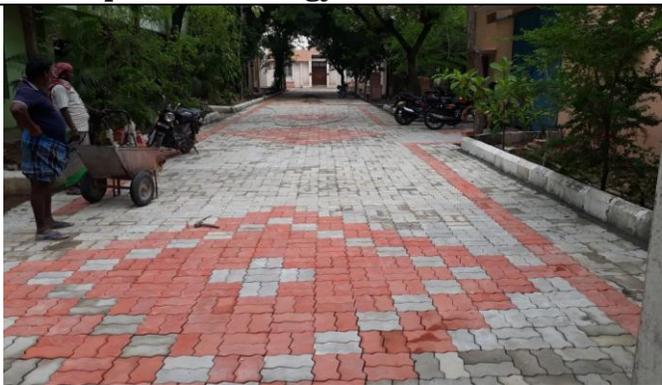


Open Air Auditorium – Roof at 16 feet level completed on 22-04-2021



Paper Technology New Laboratory construction

Paper Technology new lab construction progress – Upto lintel level constructed

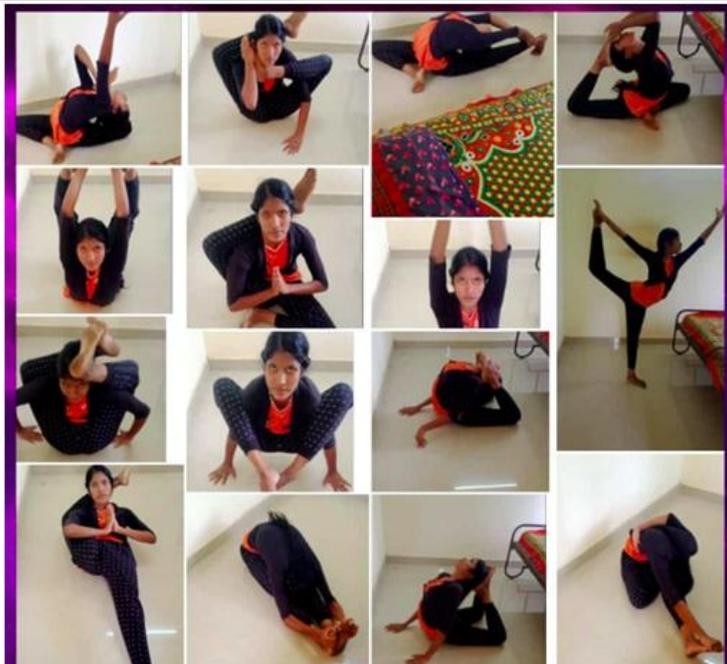


**Paver Block Road formation**

The road formation from the rear entrance of Auditorium to the front gate of workshop is completed for a distance of 200 feet, with an area of 4200 sq.ft at a cost of Rs.2.20 Lakhs. With this around the institution buildings road formed to enrich the environment

## International Yoga Day

International Yoga Day was celebrated on June 21 with usual commitment from the students and staff. Students has practiced Yoga at their home as it is pandemic period and shared their participation through photos.





Sri.C.M.Valliappa, Chairman Association of Managements of grant in aided polytechnics, Tamil nadu handed over demand draft for Rs.36 lakhs to Chief Minister on 25-06-2021, for Chief Minister's Public Relief fund on behalf of all grant aided Polytechnics. **Seshasayee Educational Society contributed Rs.4 lakhs in this amount.**

### Award of Merit Scholarship by NCC Head Quarters



Cadet Mohamed Farook receiving Merit Scholarship of Rs.5000 from Dr.K.Vijayakumar Principal i/c & Dr.VG.Ravidhren, Vice Principal. This scholarship is contributed by NCC Head Quarters for the deserving best cadet with good academic records. SIT & SITAA congratulate the Student on this occasion and wish him to become an Army Officer in the near future.

## Retirement

Sri.R.Manokaran, Watchman (Special grade) retired from Service on 31/05/2021. He joined the Institution on 31.08.1995. SIT wish him a happy and prosperous retired life.

## Commendable Gratitude of our Alumni & Support of Well Wishers

### SIT & SITAA wholeheartedly thank



**Dr.S.Sudharssanam, alumnus 1964 Civil,** Former Hon.Secretary, SIT, Former President,SITAA contributed Rs.76,401 on 14<sup>th</sup> May 2021, towards his commitment of contribution of one month pension during this quarter.

During this year, **Sri Ayyappa Seva Sangam, Trichy** has donated Rs 1.98 Lakhs towards Scholarship for 28 students of SIT. SIT and its Management thanked Sri Ayyappa Seva Sangam for its uninterrupted support for the past 15 years.

## OBITUARY



***R.M. Palaniappan***

*Member, Seshasayee Educational Society*

*Founder President, SITAA*

Sri.R.M.Palaniappan, an alumnus of SIT belonged 1955-1958 Mechanical branch passed away on 23-06-2021 at his residence. He served in Seshasayee Industries Limited, Vadalur, a state of art foundry founded by Sri.V.Seshasayee, Founder, SIT. After serving in SIL, he founded Jothi Malleables, a state of art foundry for manufacturing of castings in Tiruchirapalli district at Thuvakudi.

He was Chairman, Jothi Malleables Group, held several key positions in Tiruchirppalli district foot ball association and related activities. He was Member of Governing Council of Seshasayee Institute of Technology, Member of Seshasayee Educational Society. He was Member of Awards Committee of SIT.

His unparalleled contribution to Manufacturing sector with specialization in Foundry is praise worthy. He has carved a niche for himself as an Entrepreneur par Excellence. In appreciation, he as a motivator of the students, he created an endowment with SIT for award of Gold Medal to a top ranking student, on behalf of Jothi Malleables every year.

He has been awarded by both Govt of Tamil Nadu and Govt of India for his entrepreneurship and achievements. He was conferred with SIT Rathna Award on 14th August 2017 during Founder's day celebration of SIT.

He was the first President, Students Association in SIT during the tenure of his studies. He was the Founder President of SIT Alumni Association extended his support to its growth and development.

For SIT, SES and SITAA, it is irreplaceable loss and Management of SIT, Staff, Faculty of SIT and all members of SITAA conveyed heartfelt condolences to the bereaved family.

## OBITUARY



Sri.R.Pandian Alumnus of SIT 1958 Civil passed away on 26<sup>th</sup> April 2021. He was serving in PWD (Buildings) in Tanjore Medical College in 1950s. He resigned and served Consultant to several project constructions in OFT, BHEL, P&T, other government sectors. Femina Hotels, Hotel Ramyas, Hotel Gajapriya which are benchmarks of his constructions in Trichy.



Sri.R.Vijayakumar, Alumnus of SIT 1977 Mechanical passed away on 04-05-2021. He started his career in BHEL, further qualified with BE Mechanical in REC Trichy. He retired as Senior Manager in BHEL.



Sri.R.Sathyanarayanan, Alumnus of SIT 1981 Civil passed away on 20-05-2021. He was one of the few co-coordinators in construction of open air auditorium involved himself very much. He served in PWD, retired as Assistant Engineer.

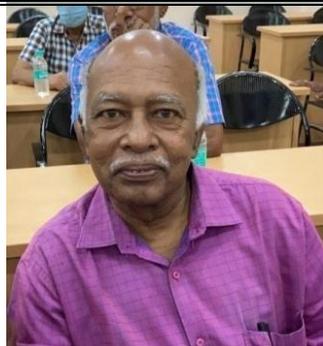


Sri.S.Elangovan, Alumnus of SIT, 1973 Mechanical passed away on 05-06-2021. He served in BHEL, Trichy who was instrumental in organizing BHEL Supervisors Association as Secretary. Subsequently he resigned and served Zamil Steels, Saudi Arabia and at Chennai.

## OBITUARY



Sri.Gopinathan, Alumnus of SIT 1985 Civil passed away on 05-06-2021. His support in construction of GSANC Open air auditorium was highly commendable. He was keen in follow up of the construction by regular visits to site even during pandemic period to follow the progress of the auditorium construction.



Sri.K.Nagarajan, 1973 Mechanical passed away on 15-06-2021. He served in BHEL till 2013, retired as DGM Engineering.

Sri.K.Balasubramanian, Alumnus of 1973 Mechanical passed away on 08-06-2021. Since 1974 he served in Simco Meters, Trichy.

Sri.N.Gurunathan, HOD(i/c) *Basic Engineering (Rtd)*, SIT expired on 27/5/2021. He served in SIT since 1988 to 2015 and retired as HOD (Upgraded) English.



*SIT & SITAA convey its heartfelt condolences to the bereaved family of the above alumni of SIT who made several marks in their organisations in turn society for which SIT sowed the good seeds in their minds.*

**GS-ANC Open Air Auditorium- Appeal** – As all of you are aware, President, SITAA made an appeal requesting our alumni to contribute their might, for the noble cause of construction of open air auditorium with bust size statues of Sri.GS and Sri.ANC in SIT Premises.

At present the auditorium roof construction is completed. Now all finishing work, front elevation, flooring of the stadium, flooring required for audience area, furniture and bust size statues of Sri.GS & Sri.ANC are to be arranged.

Cheques favoring “Seshasayee Educational Society”, Tiruchirapalli may please be forwarded to “Hon.Secretary, Seshasayee Institute of Technology, Ariyamangalam, Tiruchirapalli-620010”, with a covering letter furnishing your contact address, PAN details. SES will issue the cash receipt to avail income tax exemption for the contributed amount under 80-G. Bank details are furnished below:

**Bank details**

|                    |   |
|--------------------|---|
| Name of the bank – | City Union Bank,<br>Cantonment Branch<br>MDS Plaza<br>98, Promenade Road<br>Tiruchirapalli-620001 |
| IFSC -             | CIUB0000153   |
| Account number     | 500101010269425   |
| MICR               | 620054004   |
| Account Name       | Seshasayee Educational Society (Building<br>Fund)   |

Upon making your contribution, please send an email to [gSri.sit@gmail.com](mailto:gSri.sit@gmail.com) or a letter addressed to Sri.G.M.Rajendran, Hon.Secretary, Seshasayee Institute of Technology, Ariyamangalam, Trichy-620010 with your PAN, Contact address so that cash receipt can be issued.

All are requested to go through our website in which latest members list of SITAA has been published.

As of now, SIT may arrange Founder’s day celebrations on 14th August 2021. SITAA is planning to conduct its eighth Annual General Body meeting at the afternoon on 14-08-2021. Information will be made through email with a request your participation. SITAA seek your continued cooperation to do the best to SIT and its students.

*With best wishes and continue to meet you at our institution  
Stay Safe.... Stay Healthy.... Have a Nice Time Ahead*

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