



SRI VENKATESWARA COLLEGE OF ENGINEERING
AN AUTONOMOUS INSTITUTION-AFFILIATED TO ANNA UNIVERSITY
PENNALUR, SRIPERUMBUDUR TK-602117, TAMIL NADU



International Webinar Series on:



**"The New Normal:
Automotive Industry
Short-term Survival"**

Raji Shanmugam
Head- Commercial Management
Lear Corporation, Coventry, United Kingdom
Date 31.05.2020
Time: 5:00 to 6:00 PM(IST)



**"Recent Trends in Power
Quality Improvement
using AC/AC Converters"**

Dr. Abdul Rahman
Institute of Technology
The University of Gondar, Ethiopia
Date 01.06.2020
Time: 11:00 AM to 12:00 PM(IST)



No Registration Fee

E-Certificate will be provided

Register using this QR code



Convener

Dr. KR. Santha, Vice Principal,
Professor & Head of Dept.
Department of EEE




Organized by

Department of Electrical and Electronics Engineering

Visit us @ www.svce.ac.in

Co-ordinators

Dr.C.Gopinath, Associate Professor
Mr.T.Annamalai, Assistant Professor
Mr.S.S.Sethuraman, Assistant Professor
Ms.S.Anitha, Assistant Professor
Mr.D.S.Purushothaman, Assistant Professor
Department of EEE

	Department of Electrical and Electronics Engineering	 INSTITUTION'S INNOVATION COUNCIL (Ministry of HRD Initiative)	 ISO 9001:2015 Certified by IRQS MGMT. SYS. RvA C 071
---	--	---	--

REPORT ON THE NEW NORMAL: AUTOMOTIVE INDUSTRY SHORT-TERM SURVIVAL BY
Mr. RAJI SHANMUGAM, HEAD-COMMERCIAL MANAGEMENT, LEAR CORPORATION,
COVENTRY, UNITED KINGDOM.

Date: 31.05.2020

Time: 5:00 PM to 6:00 PM (IST)

Objectives (Maximum 50 words):

To learn about the various stages of automotive manufacturing. To study the impact of the Covid19 pandemic in the automotive industry and the challenge faced by the automotive industry. Identify the potential recovery scenarios. The objective of this webinar is to highlight the current scenario pre and post covid-19 pandemic of worldwide automotive industry strategies.

About the program (Min 500 words):

This Webinar began with the speaker talking about the various stages in automotive manufacturing. The challenges faced by the Auto industry due to the Covid19 pandemic and the drop in sale of cars during the year 2020 was discussed. Auto industry is going through an unprecedented magnitude of changes driven by three seismic shifts. Firstly, the engine technology moving from traditional ICE to Electrification. Secondly, Driver-operated car to Self-Driving Cars (SDC) / Autonomous Vehicles. Thirdly, Change in buyers' market. Individual ownership to Shared ownership. The speaker said that the COVID-19 pandemic will not only jeopardize supply chains and consumer demand for vehicles, but will also shake up the innovation cycle of the whole industry.

Benefits (Maximum 50 words):

The participants were able to grasp points on the challenges faced by the automotive industry especially how the Covid-19 crisis would impact the automotive industry manufacturing and sales.

Prepared by Faculty Name, Designation & Dept.

Dr. C. GOPINATH, ASSOCIATE PROFESSOR,

Ms. S. ANITHA, ASSISTANT PROFESSOR

Department of Electrical and Electronics Engineering, SVCE



Dr. C. Gopinath,
Associate Professor,
Co ordinator



Head of the Department
Department of Electrical and Electronics Engineering
Sri Venkateswara College of Engineering
Pennalur, Sripurumbudur Taluk-602 117
Tamilnadu, INDIA