



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

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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 MGM.T. SYS. RvA C 071
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**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

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