

## **TAFE cultivates a bright future for student engineers**

*Over 100 teams showcase interesting innovations and specialized engineering concepts*

**CHENNAI, January 30, 2015:** TAFE's Campus Connect initiative – TAFEInnovista was started last year with the objective of encouraging innovation among engineering students and offering them a platform to showcase their talents. This year around 300 students and 100 teams participated from over 15 colleges displaying their projects. The projects revolved around safety and security, agricultural mechanization, specialized engineering concepts, waste management and renewable energy solutions with futuristic implications. TAFEInnovista is an avenue to build fruitful industry-institution connect and to spur India's young engineers to experiment and explore new ideas.

TAFEInnovista was hosted at TAFE's manufacturing location in Sembium, Chennai. The event was inaugurated by senior members of the TAFE R&D department. Over the two days the teams had their projects on display, and demonstration were made to TAFE's panel of judges for evaluation. All the exhibits displayed admirable standards and posed a challenge for the judges to pick the best among them. Talking about TAFEInnovista, TAFE Group CHRO, Mr. Muthu Kumar Thanu said, "TAFE's Campus Connect initiative - 'TAFEInnovista' offers an opportunity for emerging talent to showcase their innovative ideas and encourages young engineering minds to realize their potential. Many of the project innovations by the engineering students have won the admiration of industry professionals and experienced engineers. It is our attempt as a responsible corporate citizen to encourage and nurture a crop of young engineering minds because, at TAFE, we believe in Cultivating the World by cultivating a bright future for the next generation!"

The event concluded with the award ceremony, where category awards were conferred to the participants along with an award for the best project of TAFEInnovista Season II:



- Connecting The Human Brain And Computer Research (Hearing Aided Machine Passing Through Nerves)- K. Navaneetha, Krishnan, Joyal J – Loyola ICAM College of Engineering and Technology, Chennai
- Turmeric Harvester Attachment (Agricultural) – S. R. Sabarish, A. Vignesh, S. Narendran - Kongu Engineering College, Perundurai
- Initiation Of Electricity From Flue Gas (Electronics) – P. Vishal, V. Vishnuh, S. Vinoth, M. Senguttuvan, Vijayakumar, C. Venkatesh, B. Venkadesh – Kongu Engineering College, Perundurai
- Comparative Investigation On Performance And Emission Analysis Of CI Engine Fuelled With Various Methyl Esters And Diesel Blends (Engineering) – G. Rajeshkumar, I. Jesu Titus, Institute of Road and Transport Technology, Erode
- Rescue Robots In Borewell (Society) – Nirmal Kumar R, Naveeth Imran J, Srinath K – Knowledge Institute of Technology, Salem

The awards were presented by Mr. Thirumalai M, Senior General Manager - Materials and Mr. Mahesh N, General Manager - HR, of TAFE.

#### **About TAFE:**

The world's third largest tractor manufacturer and second largest in India by volumes with an annual sale of over 170,000 tractors, TAFE is India's largest exporter of tractors with a turnover in excess of INR 96 billion. TAFE manufactures a range of tractors in the sub 100 HP segment in both the air-cooled and water-cooled platforms and markets them under its three iconic brands - Massey Ferguson, TAFE and Eicher. Its over 1000 strong distribution network covers the entire length and breadth of India. Apart from India, its products have found excellent acceptance in over 75 countries across the world, including developed countries in Europe and the Americas.

Apart from tractors and farm machinery, TAFE manufactures diesel engines, batteries, hydraulic pumps and cylinders, gears and transmission components, besides business interest in vehicle franchises and plantations. TAFE is committed to the total quality movement and three of its tractor plants are certified under ISO 9001 and ISO 14001.



TAFE was named the Best Employer in India 2013 by Aon Hewitt. It has also been presented, the TPM Excellence Award from the Japan Institute of Plant Management several times, the Frost & Sullivan - IMEA Award for significant progress towards reliable processes, the Regional Contributor Award for quality supplies from Toyota Motor Company, Japan, the Manufacturing Supply Chain Operational Excellence - Automobile Award at the second Asia Manufacturing Supply Chain Summit, the Agriculture Leadership Award by Agriculture Today magazine, the Corporate Citizen of the Year Award by Public Relations Council of India, and also received Commendation for Significant Achievement on the journey towards Business Excellence by the CII-EXIM Bank - Business Excellence Award jury, to name a few.

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