ABOUT THE DEPARTMENT

The department of Mechanical engineering possesses good infrastructural facilities, 12-equipped laboratories, 23 highly qualified and dedicated teaching faculties, 10 experienced Lab technicians and the atmosphere conducive for research activities. Out of 23 teaching faculties 5 of them have completed their PhD and 11 faculties are pursuing their Ph.D. Mechanical Engineering includes design, development, manufacture, management, and control of engineering systems, subsystems, and their components. Typically, manufacturing, power, aerospace, automotive, materials, and processing industries employ mechanical engineers. As a result of the recent rapid expansion of technology, mechanical engineers also have become increasingly involved in computer aided design and visualization; robotics; bioengineering; environmental engineering; solar, wind, ocean energy sources and space exploration.

MISSION

The Mechanical Engineering programme makes available a high quality, relevant Engineering education to the students with a set of skills, knowledge and attitudes that will permit its graduates to succeed and thrive as Engineers and Leaders.

VISION

Through the Excellence of its People, the Department of Mechanical Engineering will be recognized as a leader in providing well qualified engineers who are innovative, immediate contributors to their profession and successful in advanced studies in their respective fields.

Quality Policy

Our Policy is to develop highly skilled human resources with the ability to adopt to an Intellectually and Technologically changing environment through Innovative Teaching and Learning Methods.

FACULTY LIST

TEACHING STAFF

S.No	NAME	DESIGNATION
1	Dr. V.S. Sree Balaji	Professor & Head
2	Dr. S. Muthu	Professor &Dean
3	Dr. K. Kalaiselvan	Professor
4	V.M. Manivasagam	Associate Professor
5	Dr. R. Ravikumar	Associate Professor
6	A. Selvaraj	Associate Professor
7	D.K. Saravanan	Associate Professor
8	S. Venkatesan	Associate Professor
9	T. Sivakumar	Associate Professor
10	Dr.S. Kalidass	Associate Professor
11	V. Sivaraman	Assistant Professor
12	I.M. Karthikeyan	Assistant Professor
13	M. Nallusamy	Assistant Professor
14	A. Jaganathan	Assistant Professor
15	M. Thirumalaimuthukumaran	Assistant Professor
16	P. Gopikrishnaan	Assistant Professor
17	K. Gopinath	Assistant Professor
18	P. Vijayakumar	Assistant Professor
19	N. Senthilprabhu	Assistant Professor
20	V.P. Pradeep	Assistant Professor
21	R. Ranjith	Assistant Professor
21	G. Michaelraj	Assistant Professor
23	M. Manikandan	Assistant Professor

NON TEACHING STAFF

S.No	NAME	DESIGNATION
1	S.Jayakumar	Lab.Technician
2	R.Meenachisundaram	Lab.Technician
3	A.Saravanakumar	Lab.Technician
4	S.Kuppuraj	Lab.Technician
5	Y.Selvanesan	Lab.Technician
6	A.Prabhu	Lab.Technician
7	S.Thangavelu	Lab.Technician
8	P.shanmugaprabhu	Lab.Technician
9	Mr. A. Murugesan	Lab.Technician
10	Mr. S. Gurusamy	Lab.Technician
11	Mrs.Meena	Office P.A.

PROGRAMS ORGANISED

ONE DAY FACULTY ORIENTATION PROGRAM

The Department of Mechanical Engineering organized an One day faculty orientation program" on 25th June 2014. Dr.V.S.Sree balaji (HoD/Mech) motivated the faculty members through brainstorming session. Dr.S.Muthu (Dean/Mech) delivered about the Faculty Co-ordination for smooth execution of task. Dr.K.Ravikumar (Academic Coordinator/Mech) explained the systematic approaches towards the excellence in academic. Dr.K.Kalaiselvan (Prof./Mech) created the awareness among the faculty members about research proposal and funding agencies.

CAREER DAY PROGRAM

The Mechanical Engineering Association has organized a Career day program on 30.06.2014. The program was enriched with various eminent personalities in the field of Mechanical Engineering who had become very successful professionals in their own field. Mr. V.Visvanathan, Managing partner of M/s. Ammarun Foundries & President-COINDIA, Coimbatore delivered the chief guest address. Mr.Vimal Francis of M/s.Elgi Equipments Pvt Ltd, Mr.Manisekher Rajagopalan of M/s.Sysnautics Technologies and

Mr.C.Gangatharan of M/s.Shardha Terry Products Pvt Ltd delivered the special lectures. The program was coordinated by Association Coordinator Dr.S.Kalidass.

ISHA YOGA PROGRAM

The team of Mechanical Engineering faculty members had undergone the Isha yoga program on 18.07.2014 at Mechanical Engineering Block. The intensive program, offered in a

traditional class setting and tools to re-engineer one's self through the inner science of yoga. Guided meditations and transmission of Shambhavi Maha Mudra - a powerful process of immeasurable antiquity, are offered to purify the system and improve health, productivity, balance and inner well being.

ASSOCIATION INAUGURATION

The Mechanical Engineering Association "MECHLADOZ" Dr.N.G.P IT was inaugurated by Shri D Nandakumar, President, The Indian Chamber of Commerce & Industry, Coimbatore on 26th August 2014. The program started with an auspicious moment by lighting of "THE DIVINE LAMP" by the dignitaries. The welcome address was given by our Student Secretary Partha Sarathy. Dr.S.Kailasm, Mathematics Director, Dr. S. Muthu, Dean & Professor, Mechanical Engineering and Dr. V.S. Sree balaji, Professor &

Head, Mechanical Engineering, addressed the gathering. The introduction to chief guest was given by Professor V.M.Manivasagam. Chief guest Shri D Nandakumar, gave his valuable speech on "How important are Engineers to The world" and the afternoon session's resource person Dr.B.Selvaraj, Associate Professor, Psychology, Govt. Arts College, CBE, gave his speech on "Student's class room behavior" His valuable speech impressed our staff members and students.

PARENTS – TEACHERS MEETING

The Department of Mechanical Engineering organized a Parent Teacher Association meeting on 28th August 2014. Dr.K.Kalaiselvan, Professor of Mechanical Engineering, welcomed the gathering. Dr. K. Porkumaran, Principal delivered the facilitation address. Dr. Thavamani D Palaniswami, Secretary, Dr.N.G.P. Educational Institution gave the presidential address. Dr. V. S. Sreebalaji Professor & Head, Dr.S.Muthu Professor & Dean of Mechanical Engineering delivered the special address on the academic activity. About 55 parents participated. They also shared their opinion. The main objective of the meeting is to make the co-operation of parents and teachers for improving the education facilities as well as to maintain harmonious relationship between parents

and teachers for betterment of the students. Finally Prof.S.Venkatesan delivered the vote of thanks.

RRC- AIDS AWARENESS PROGRAMME On CELEBRATING LIFE

The RED RIBBON CLUB (RRC) of Dr. N.G.P IT organized an Aids awareness program on CELEBRATING LIFE on 28th August 2014. Mr. Sanjith sivan, student coordinator (RRC) of Mechanical Engineering welcomed the gathering. Dr. K. Porkumaran, Principal delivered the facilitation address. Dr. V. S. Sreebalaji Professor & Head of Mechanical Engineering delivered the special address about the importance of RRC. Chief Guest Mr.N.R.Vaideeswaran, District Manager-RRC, TamilNadu AIDS control society delivered the guest lectures and said about the importance of AIDS awareness.

About 400 students of Dr.N.G.P.I.T were participated. They also shared their opinion. The main objective of the meeting is to make the students should understand the awareness and for concentrating on their education than any other unwanted things during their college life. Finally Prof. G. Michael Raj, RRC coordinator delivered the vote of thanks.

SPECIAL LECTURES

A special lecture was organized by MECHLADOZ, Association of Mechanical Engineers on the topic of "Robotics in Artillery Field" on 19.09.2014 (Friday) 10:45 AM. The Resource Person Dr.S.Krishnakumar, Senior Technical officer, DRDO, Avadi, Chennai delivered the lecture on the importance of Robotics in artillery field and various advanced equipments used in defense. Dr.K.Porkumuran, Principal, Heads of various department, faculty members and students were beside over the function.

RESEARCH PUBLICATIONS

Papers published in International Journals

- S.Ramesh Babu, V.Prabhu Raja, P.R.Thyla, and M.Thirumalai Muthukumaran, Prediction of Transient thermo - mechanical behaviour of the headstock assembly of a CNC Lathe, International journal of Advanced manufacturing technology pp.1433-3015, 2014.
- M.Selvakumar, G.P.Rajamani and K.Kalaiselvan, Synthesis and characteristic of AA6061/SiC sand cast composite, International journal of Applied Mechanics and Materials, Vol.591, pp.43-46, 2014.
- T.Sivakumar, K.Prince and P.Gopalakrishnan, Induction Surface Modification

Of Borided AISI 4340 Steel, International Journal of Applied Engineering Research (IJAER) Accepted (IJAER Paper Code: 27705), 2014.

- K.Ravi Kumar, Effect Of Parameters On Grinding Forces And Energy While Grinding Al (A356)/SiC Composites, Tribology Materials, Surfaces and Interfaces, Accepted (TRB305R1), 2014.
- S.Kalidass, Prediction of Surface Roughness for AISI 304 Steel with Solid Carbide Tools in End Milling Process Using Regression and ANN Models, In the Arabian Journal for Science and Engineering. Vol.39, No.11, pp.8065-8075, 2014.
- R.Ranjith and B.SenthilKumar, Joining of dissimilar aluminium alloys AA2014 T651 and AA6063 T651 by friction stir welding process, WSEAS Transactions on Applied and Theoretical Mechanics (ISBN 2224-3429), Volume 9, 2014 PP-179-186, 2014.

Papers published in International Conference

- R.Dhayalan, K.Kalaiselvan and R.Sathiskumar, "Characterization of AA6063/SiC- Gr Surface Composites Produced by FSP Technique", (Paper id MPC389)Accepted for the Proceedings of International conference on Global Congress on Manufacturing and Management (GCMM 2014), VIT University In Association With Queensland University Of Technology, Australia, 8 -10th December-2014.

Lectures delivered to the other institutes, conference chair, etc.

- Dr.V.S.Sree balaji delivered a Guest lecture on the topic of "Creativity and Innovation" for the Faculty development program at Karpagam University, Coimbatore held on 26th June 2014.

- Dr.K.Kalaiselvan, Acted as a Jury for the National level students Technical symposium "GEAR MECH 2K14" organized by department of Mechanical Engineering at Sengunthar Engineering College, Thiruchengode held on 11th October 2014.

FACULTY ENRICHMENT PROGRAMS

- T.Sivakumar and N.Senthil prabhu attended the one day Faculty development program on Effective Research and Technical Journal writing at Kongu Engineering College, Perundurai held on 06.09.2014.
- Dr.S.Muthu had attended awards committee meeting at ISTE office, New Delhi on 28.10.2014.
- Mr.S.Kalidass has successfully completed the Ph.D. degree in the field of Design and optimization on 05-11-2014.

VISITS BY RESEARCHERS OF EMINENCE

S. NO	DATE OF VISIT	NAME OF THE EMINIENT RESOURCE PERSON	DESIGNATION	RESEARCH AREA
1.	19.09.2014	Dr.S.Krishnakumar	Senior Technical officer. Ministry of Defense DRDO, Chennai	Robotics in artillery field.

VALUE ADDED COURSES

Value Added Courses were conducted for improving our student's knowledge and for preparing them to meet the requirements of industries.

- All the final year Mechanical Engineering students were attended the course of "*Soft skills Development*" through a resource person invited from Hope Factory during 1.07.2014 to 4.07.2014.

Third year- Innovent Techonogy Resource person

- All the third year Mechanical Engineering-A & B students were attended the course of "*ANSYS*" through a resource person invited from Innovent Technology, Bangalore during 2.07.2014 to 8.07.2014 and 9.07.2014 to 16.07.2014 respectively.
- All the second year Mechanical Engineering students were attended the course of "*Auto CAD*" through a resource person invited from CADD Centre, CBE during 21.07.2014 to 25.07.2014.

Final year -COINDIA Resource person

- The value added program of CNC/UG CAM/EDM/CMM was conducted from 17-07-2014 to 19-07-2014 for final year B.E Mechanical Engineering Students at Dr.N.G.P.I.T. through the resources person from The Coimbatore Industrial Infrastructure Association (COINDIA), Coimbatore and also visited to COINDIA on 02-08-2014 & 25-09-2014 for gaining practical exposures.

MEMORANDUM OF UNDERSTANDING (MOU) SIGNED

- Dr.N.G.P.I.T - IIPC signed MOU with COINDIA ON 20.05.14. It was signed by Mr.N.Viswanathan, President, Mr.C.R.Shanmugasundram Vice-

President, COINDIA and Dr.Thavamani D.Palaniswami Secretary of the Institute. Coimbatore.

- Dr.N.G.P.I.T - IIPC signed with Monster .com India Pvt. Ltd for conducting service orientated programme.

PLACEMENT AND TRAINING

- Mr Parathasarathy and Mr Vigneshdeaan were selected as "Design Executive" in SYSNAUTIX TECHNOLOGIES, Coimbatore through on campus placement drive held on 31.07.2014.

- A pre placement training programme (GD Techniques, Personal Interview, Mock Interview Process) and Aptitude Training were conducted for final mechanical Engineering student by on 20.09.2014 to 22.09.2014.
- Personality Training (48 hours) was provided to the second year Mechanical Engineering students by HOPE FACTORY during the month of 21st August 2014 – 29th September 2014.
- Aptitude Training (48 hours) was provided to the final year Mechanical Engineering students by FACE during the month of 21st August 2014 – 29th September 2014.

STUDENT SUPPORT AND PROGRESSION

PARTICIPATION IN THE ACADEMIC EVENTS

- The final year Mechanical Engineering students P.G.R.Vignesh, K.Krishnamoorthy, M.Aravind, V.Prasath were participated in "Industry Connect" program conducted at Sri Eshwar College of Engineering,

Coimbatore on 12.07.2014.

- The final year Mechanical Engineering students namely M.Arvind, K.Arunrajakumar, G.Jagadeeswaran, B.Nishanth, V.Prasath and N.Jayasakthivel presented a technical paper in National Level Technical Symposium (MEEMICC'14) organised by Coimbatore Institute of Engineering and Technology ,Coimbatore on 08.08.2014.

INTERNSHIPS AND FACTORY VISITS

- One day industrial visit arranged for third year Mechanical Engineering students on 30.09.2014 at CPC Private Ltd, Mettupalayam road, Coimbatore. It provides students with an opportunity to learn practically through interaction, working methods and employment practices for the manufacturing of Gear Box Housings, Flywheel - Passengers Car, Fly Wheels - Trucks, Pulleys & Hub, Pump Casting - Process Pumps, Gear Box & Hydraulic Parts etc.

- Through Dr.N.G.P.I.T - IIPC, four members of final year Mechanical Engineering students namely G.Jagatheswaran, D.Naveenraj, B.Nishanth and T.Parthasarathy were attended the internship training at Hyundai india pvt ltd, Chennai from 16.06.2014 to 20.06.2014.

- The final year Mechanical Engineering students were taken to AGRI INTECH Exhibition conducted at CODDISSIA, Coimbatore on 21.07.2014.

EDC- AWARNESS PROGRAM

- ✓ Ten Mechanical Engineering students were attended the EDC-awareness program on 31.10.2014.

STUDENT ACHIEVEMENT

- ✓ DR.V.S.Sreebalaji and T.Parthasarathy (Teacher - Student combination team) Final Mechanical Engineering has participated in the Innovation for social change contest for faculty and students" as a part of the Third Edition of "Teachers Day Celebration" organised by Confederation of Indian Industry, Coimbatore zone in September 2014.

- ✓ Two teams of Third year Mechanical Engineering students were participated in "Fabrication of Mini Bike" design contest organised at Karpagam College of Engineering, Coimbatore on 05.09.2014.

- ✓ Team of Third year Mechanical Engineering students were participated "Fabrication of Mini Bike" design contest organised by SAE Tier I competition on 22.08.2014. Selected team members were participated in Tier II competition at Jansons Institute of Technology.

- ✓ Mr.Vignesh kumar from second year Mechanical Engineering student was participated and won the Runners cup in Anna University Zonal level Foot ball tournament held at Dr.G.P.I.T.

ARTICLE FROM FACULTY MEMBERS

From the desk of Dr.V.S.Sreebalaji…

CREATIVITY AND INNOVATION

What is Creativity and Innovation?

Creativity is a function of knowledge, curiosity, imagination, and evaluation. The greater your knowledge base and level of curiosity, the more ideas, patterns, and combinations you can achieve, which then correlates to creating new and innovative products and services. But merely having the knowledge does not guarantee the formation of new patterns. The bits and pieces must be shaken up and iterated in new ways. Then the embryonic ideas must be evaluated and developed into usable ideas. In other words, there really is a process. To help you master that process, you first must understand three important levels of creativity, which are discovery, invention, and creation.

1. Discovery: The lower level of creativity is discovery. Just as the name implies, it's when you become aware of or stumble upon something--discover it. For example, there is art called "discovered art." It might be a rock with a unique shape or a piece of wood with an interesting pattern. If you have ever purchased a piece of natural stone or wood art, that art was discovered art. Many inventions start with a discovery.

2. Invention: A higher level of creativity is invention. For example, Alexander Graham Bell invented the telephone. But you have to ask yourself, "Would the telephone have been invented without Bell?" The answer is yes. Eventually the telephone would have been invented because the science was there. It might have

taken longer, but it would have happened. So while invention is higher than discovery, it's something that is going to happen. If you don't invent it, someone else will.

3. Creation: Creation is the highest level of creativity. Here's an example of how this could play out in your company. While at a conference you might discover a tool, a technology, or a process that you didn't know before. You purchase the tool for your staff, and that discovery helps everyone work better. After some time, that discovery may also spur an innovative idea of how to apply the discovery. You may then use that innovative idea as an inspiration that yields something never seen before, something created by your company that helps you and your customers. That's how the three levels of creativity can work together. Realize that creativity and innovation are different. Creativity refers to generating new and novel ideas. Innovation refers to the application of an idea and, in many cases, is a collaborative enterprise.

Strategies for Increasing your Creativity and Innovation

Now that you understand the various levels of creativity, you can implement some strategies that will boost your company's ability to create and innovate.

1. Innovation is based on knowledge. Therefore, you need to continually expand your knowledge base. Read things you don't normally read.
2. Your perceptions may limit your reasoning. Be careful about how you're perceiving things. In other words, defer judgment.
3. Practice guided imagery so you can "see" a concept come to life.
4. Let your ideas "incubate" by taking a break from them. It shifts my brain into another place and helps me be more innovative and creative.

5. Experience as much as you can. Exposure puts more ideas into your subconscious. Actively seek out new experiences to broaden your experience portfolio.
6. Treat patterns as part of the problem. Recognizing a new pattern is very useful, but be careful not to become part of it.
7. Redefine the problem completely. One of the lines I've been sharing for the past few decades is: "Your problem is not the problem; there is another problem. When you define the real problem, you can solve it and move on." After all, if you had correctly defined the real problem, you would have solved it long ago because all problems have solutions.
8. Look where others aren't looking to see what others aren't seeing.
9. Come up with ideas at the beginning of the innovation process ... and then stop. Many times we come up with several ideas and start innovating, and then we come up with more ideas and never get a single idea done. At some point you have to turn off the idea generation part of the process and really work on the innovation and execution part in order to bring a project to life.

The more creative and innovative you and your team members are, the more long-term success you'll achieve. When you do, you'll be regarded as an industry innovator--the one your competitors are trying to copy.

From the desk of Dr.R.Ravikumar…

MECHANICAL ENGINEERING

Mechanical engineering is amongst the most diversified of the traditional engineering disciplines. A mechanical engineer builds machines to broaden our physical and mental capabilities and to convert traditional and novel energy sources into useful forms.

The role of a mechanical engineer has changed dramatically over the past few decades with the extensive use of high-performance computers (in such areas as CFD design, data acquisition, control, and manufacturing), the interfacing of MEMS and actuators via microprocessors to measure and control (e.g., in flow control, robot control, and optimization of automobile performance), and the advent of new materials (composite, shape-memory alloy, ceramic, superconducting) for new applications (e.g., prosthetic devices, biomaterials, stealth aircraft). These exciting new areas offer mechanical engineering students special opportunities for creativity, demanding that they learn not only in depth but also in breadth. Demands for increased energy efficiency and reduced environmental impact—as might be realized, for example, in novel gas turbine–electric hybrid vehicles—require that students understand the fundamentals of mechanics, thermodynamics, fluid mechanics, combustion, and materials science. In all these tasks, the utmost consideration of today's mechanical engineer is to improve the quality of human life, while being aware of the finiteness of the Earth's resources and of the burden that engineering works place on them.

Some tips to become a successful mechanical engineer

Securing an engineering degree is a ticket to rewarding careers, and sometimes promises a handsome paycheck. But before you enter the field as a professional engineer, some serious studying, a few late nights, and a few tips as mentioned below will get you to acquire your engineering career successfully:

- Taking good notes, and recording them all after your classes are over
- Get to know your professors.
- Ask questions, both in class and out.
- Try to solve a problem before asking for help.

- Form a study group.
- Teach someone else.
- Diversify your engineering classes.
- Take classes outside engineering, particularly design classes.
- Tone your communications skills, including conversation, writing, and presentation.
- Learn another language.
- Build your portfolio.
- Get summer internships.
- Build your network.
- Scour the resources of professional engineering associations and companies.
- Learn when to lead and when to calm.
- Work on the problem before the team meets.
- Be a perfectionist.
- Identify your inspiration.
- Take heart and persevere.
- Develop your creativity.
- Concentrate on multidisciplinary projects.
- Always work ethically for the society.

From the desk of Prof.S.Venkatesan…

FEW QUOTES ABOUT CREATIVITY AND INNOVATION

** "Creativity is thinking up new things. Innovation is doing new things." Theodore Levitt

** "When we engage in what we are naturally suited to do, our work takes on the quality of play and it is play that stimulates creativity." Linda Naiman

** "It is better to have enough ideas for some of them to be wrong, than to be always right by having no ideas at all." Edward de Bono

** "The creative person wants to be a know-it-all. He wants to know about all kinds of things ancient history, nineteenth century mathematics, current manufacturing techniques, hog futures. Because he never knows when these ideas might come together to form a new idea. It may happen six minutes later, or six months, or six years. But he has faith that it will happen." Alan Alda

**"Creativity is inventing, experimenting, growing, taking risks, breaking rules, making mistakes, and having fun." Mary Lou Cook

** "Ideas are like rabbits. You get a couple and learn how to handle them, and pretty soon you have a dozen." Jonh Steinbeck

** "The creative person is willing to live with ambiguity. He doesn't need problems solved immediately and can afford to wait for the right ideas."

Abe Tannenbaum

**"Creativity can solve almost any problem. The creative act, the defeat of habit by originality, overcomes everything." George Lois

ARTICLE FROM STUDENT MEMBERS

From the desk of N.Hari, Pre-final year Mechanical Engg.-A…

THE WAY IT IS TO BE!!!

This is my second venture into writing an article that involves as you may think it to be as quotes or sayings or anything that you may call it. But I am making sure that, the source of this article too is just my "Mind and Heart" and nothing else.

Each and every line brings out a spectacular message. Have a happy reading everyone!!!

- The path to glory "Is never a bridge too far", but if you start to think it is, then it truly becomes.
- Be a boss to yourself and be a leader to the rest, not the other way.
- In life, climb the stairs step by step, never try the direct leap, fall is definitely guaranteed.
- Between two united hearts, it’s not just Love, it's not just friendship but it is something awesome, "A Friendly Love and a Lovely Friendship".
- We need not necessarily do great things; rather do things which become great.
- We live because of our heartbeats but we die when someone beats our heart.
- What you think of yourself matters more than what others think of you.
- Work not just to earn but also to serve.
- Wealth lies not in the amount of money that we have, rather in the amount of happiness.
- True lies hurt's more than a dagger.
- Be it any relationship, it should be like, You & I are one, I'm in you and you are in me.
- Be "The You" that you want to be and not "The You" that others want you to be.
- Never compare two era's. It's like comparing an elevator with the stairs. The destination is same but the path is different.
- Everything is useful when you know how to use it and everything is useless, unless you know how to use it.
- Start doing all the good things and stop complaining about all the bad ones.
- If you can reach the top, then good. If you can help others reach the top, then

great. But if you can work with others and reach the top together, then it's the greatest thing which you can do.

From the desk of PARTHA SARATHY T, Final year Mechanical Engg.-A…

TOP SECRET

What do you suppose are the well-kept secrets in the world? The launch codes for the American nuclear arsenal? The location of Jimmy Hoffa's bones?

Not even close. Below are secrets that only two people on planet Earth know. Sometimes they have very good reasons to keep these secrets so fiercely. Other times, not so much.

What is it?

It's no surprise that one of most profitable companies ever would want to keep their formula a secret. Even with hundreds of imitators, Coke still dominates world-wide sales of caramel colored drinks. But doesn't that stuff only have, like, four ingredients? Fizzy water, high fructose corn syrup, caffeine and Brown Dye #4? There isn't exactly a vibrant symphony of flavors in each can.

Yet, the formula is so fiercely protected that the company even pulled out of India in the 1970s because they would have been legally required to divulge their ingredient list to their government.

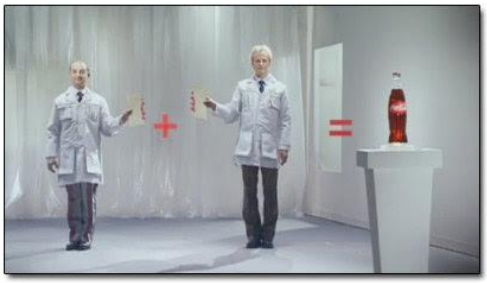
It even managed to stall a divorce case. When one of the Coke heirs ended his marriage to his wife, she demanded some of his great-grandfather's (the founder of Coca-Cola) original notes as part of her settlement. The company had to get

involved and put a stop to it out of fear the notes could contain information on the formula.

Who Knows?

Only two Coke executives know it. Urban legend says they each only know half, but that's false--that part was invented for an old ad campaign.

How it is Kept Secret:



The original copy of the formula is kept in an undisclosed SunTrust Bank in Atlanta. To keep SunTrust on the side, Coke gave them some 48.3 million shares of stock as well as having executives from each company sit on the other's board of directors.

The company has policies surrounding the secret that range from the paranoid (the two executives who knew the formula could not fly on the same plane) to the bizarre (no one could view the formula without God, Jesus and Elvis present or something to that extent).

All of this is pointless in the end. Coca-Cola still derives some of its flavor from the coca plant; the same place that cocaine comes from. Due to the obvious drug related issues that would arise from importing lots of coca plant into America legally, only one company has government permission to do it. That company is Coca-Cola. So even if someone broke into the bank and managed to take the formula, they would never be able to produce an exact Coke rip-off.

And if another company did somehow get permission to import coca, there is at least one better way to make money with it.

Published by:

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