



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

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Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

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Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2576129

Department of Mechanical Engineering

A.Y 2024-2025, Even Semester

Alumni Guest Lecture Report

In view of alumni activities, Department of Mechanical Engineering conducted an Alumni Guest Lecture with **Mr. Krushna Sai Kumar Reddy (13007254), Head of Project Management-Digitalization, Continental Automotive Technologies GMBH, Babenhausen, Germany** of Y13-Batch on **28-03-2025**. He gave continuous lecture from 4:30 P.M to 05:30 P.M on the topic **“Digitalization in Manufacturing”**. In on-line mode, he given presentation in Webex platform in which **51 participants (49 students and 03 faculty)** of ME department was participated in blended mode in room M122 and M124.

Webex Link:

<https://kluniversity.webex.com/kluniversity/j.php?MTID=m3a6bc5f67add567c3af86926be762c63>

- During his interactive lecture, he discussed on:
- Introduction - Digitalization in Manufacturing and overview
- Digitalization core components in manufacturing
- Key technologies in digital manufacturing, Digital twin and Simulations
- Areas of focus
- Popular software's used in industries
- Essence of Mechanical Engineering in AI era
- Career trends in Manufacturing
- Key Industries for Mechanical Engineers
- Future trends and opportunities



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Some of the Screen shots / Geo tagged pictures of event attached here

Alumni Guest Lecture on "Digitalization in Manufactu... Meeting Info

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Viewing Krushna Bhumireddy's shared content 100%

Digitalization in Manufacturing
Intersection of Engineering & Technology

Krushna Bhumireddy
Head of Project Management Digitalization
Continental Automotive Technologies GmbH

Guest Lecture – 28.03.2025

Participants (40)

Participants (40)

CR083 Host, me

Krushna Bhumireddy Presenter Unverified

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Alumni Guest Lecture on "Digitalization in Manufactu... Meeting Info

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Participants (37)

Participants (37)

CR083 Host, me

Krushna Bhumireddy Presenter + Unverified

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Popular Software Used in Industries

Discrete-event Simulations

- Visual Components
- Siemens Tecnomatix
- Machining iPhysics
- KUKA Sim

Finite Element Analysis

- Ansys
- Abaqus
- SolidWorks Simulation
- HyperWorks

Computer Aided Design

- SolidWorks
- Autodesk Inventor
- AutoCAD
- Siemens NX



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Speaking: Krushna Bhumireddy

Meeting

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Digitalization Core Components in Manufacturing Example

Core Components

- PLC → Control the Machine
- Robotics → Doing the Movement
- IoT → Engineer the Data
- Simulations → Predict the Behavior
- FEA → Analyze the Strength
- CAD → Shape the Design
- 3D Printing → Build the Prototype
- Prototyping → Test the Concept

GPS Map Camera

Guntur, Andhra Pradesh, India
Tadepalle, Guntur, 522302, Andhra Pradesh, India

Start video Share

Lat 16.440601, Long 80.622863

03/28/2025 05:03 PM GMT+05:30

Note : Captured by GPS Map Camera

38°C Sunny

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Alumni Guest Lecture on "Digitalization in Manufactu... Meeting Info

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Dr. B KIRAN KUMAR

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Key Takeaway

Focus on practical gaining practical experience

Focus on projects with real world use cases

For final year students → Prioritize your thesis

Participants (35)

CR083 Host, me

Krushna Bhumireddy Presenter + Unverified

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Koneru Lakshmaiah Education Foundation

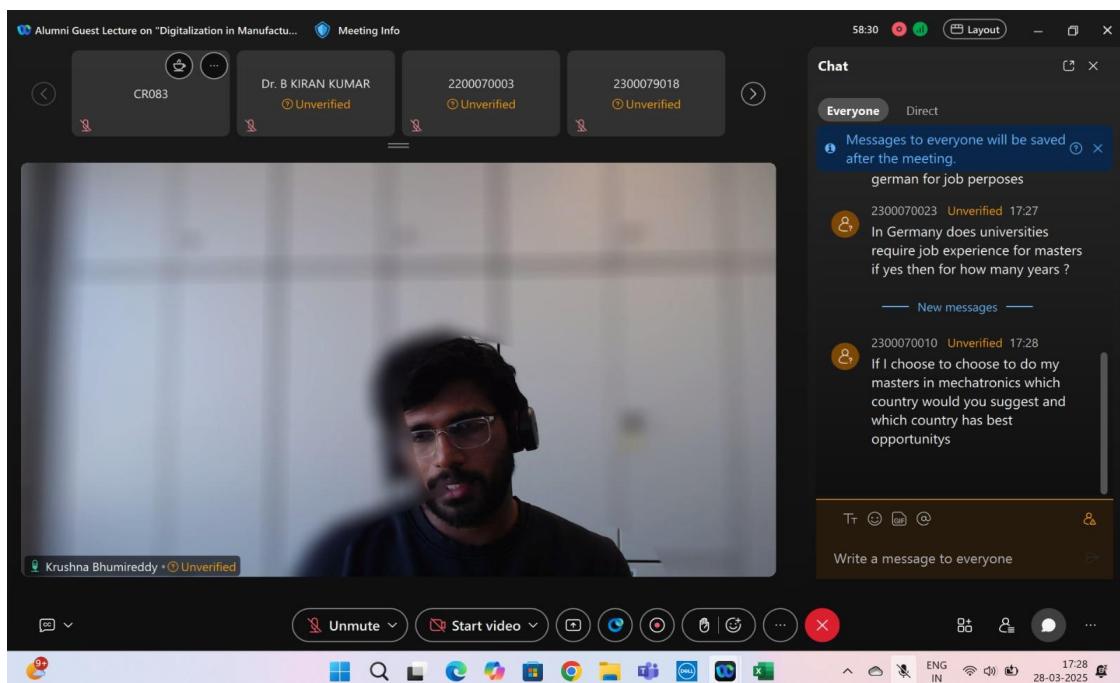
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Few students asked questions and interacted with speaker and then Dr. K. V. Durga Rajesh delivered Vote of Thanks to the speaker.

Prepared by
A.V.S Ram Prasad

Approved by (Dr.)
(Dr. T. Vijaya Kumar)