

MANA ARMS MAGAZINE

JULY 2022 VOL-27



.....*Empowering Minds*

JULY 2022

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ALUMNI ARTICLE



A.SANDEEP
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McKinsey & Company McKinsey & Company (informally McKinsey or McK) is an American multinational strategy and management consulting firm that offers professional services to corporations, governments, and other organizations. Founded in 1926 by James O. McKinsey, McKinsey is the oldest and largest of the "MBB" management consultancies (MBB). The firm mainly focuses on the finances and operations of their clients. Under the direction of Marvin Bower, McKinsey expanded into Europe during the 1940s and 1950s. In the 1960s, McKinsey's Fred Gluck—along with Boston Consulting Group's Bruce Henderson, Bill Bain at Bain & Company, and Harvard Business School's Michael Porter—initiated a program designed to transform corporate culture.

A 1975 publication by McKinsey's John L. Neuman introduced the business practice of "overhead value analysis" that contributed to a downsizing trend that eliminated many jobs in middle management. McKinsey has been the subject of significant controversy and is the subject of multiple criminal investigations into its business practices. The company has been criticized for its role promoting OxyContin use during the opioid crisis in North America, its work with Enron, and its work for authoritarian regimes like Saudi Arabia and Russia.

The criminal investigation by the US Justice Department, with a grand jury to determine charges, is into its role in the opioid crisis and obstruction of justice related to its activities in the sector. McKinsey works with some of the largest fossil fuel producing governments and companies, including to increase fossil fuel demand.

McKinsey has a notoriously competitive hiring process and is widely seen as one of the most selective employers in the world. McKinsey recruits primarily from top business schools and was one of the first management consultancies to recruit a limited number of candidates with advanced academic degrees (e.g., PhD) and deep field expertise, and who have demonstrated business acumen and analytical skills.

McKinsey & Company was founded in Chicago under the name James O. McKinsey & Company in 1926 by James O. McKinsey, a professor of accounting at the University of Chicago. He conceived the idea after he had witnessed inefficiencies in military suppliers while he was working for the United States Army Ordnance Department. The firm called itself an "accounting and management firm" and started out giving advice on using accounting principles as a management tool.

Recruiting

McKinsey's first partners were AT Kearney, hired in 1929, and Marvin Bower, hired in 1933.

McKinsey & Company was the first management consultancy to hire recent graduates instead of experienced business managers, when it started doing so in 1953. According to a 1997 article in *The Observer*, McKinsey recruited recent graduates and "imbue" them with a religious conviction in the firm, then cull through them with its "up-or-out" policy. The "up or out" policy, which was established in 1951, meant that consultants that were not being promoted within the firm were asked to leave. By 1997, about one-fifth of McKinsey's consultants departed under the up or out policy each year.

McKinsey's practice of hiring recent graduates and the "up-or-out" philosophy were originally based on Marvin Bower's experiences at the law firm Jones Day in the 1930s, as well as the "Cravath system" used at the law firm Cravath, Swaine and Moore.

In recent years, it has consistently been recognized by Vault as the most prestigious consulting firm employer in the world. In 2018, 800,000 candidates applied for 8,000 jobs. While many recruits have MBAs, by 2009, less than half of the firm's recruits were business majors by 1999, recruits had advanced degrees in science, medicine, engineering or law.

Influence

Many of McKinsey's alumni become CEOs of major corporations or hold important government positions. In doing so, they influence the other organizations with McKinsey's values and culture. McKinsey's alumni have been appointed as CEOs or high-level executives.

In his 2010 publication, *The Lords of Strategy: The Secret Intellectual History of the New Corporate World*, business journalist Walter Kiechel traced the roots of a profound change in corporate management to "four mavericks" in the 1960s—Fred Gluck at McKinsey & Company, Boston Consulting Group's Bruce Henderson, Bill Bain at Bain & Company, and Harvard Business School professor, Michael Porter. Kiechel recounted how they "revolutionized the way we think about business, changed the very soul of the corporation, and transformed the way we work," according to the Harvard Business Press synopsis.

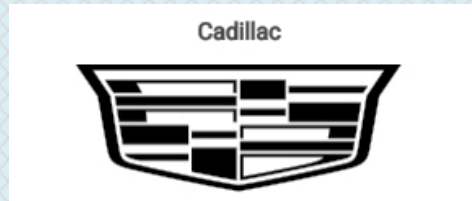
McKinsey has been either directly involved in, or closely associated with, a number of notable scandals, involving Enron in 2001, Galleon in 2009, Valeant in 2015, Saudi Arabia in 2018, China in 2018, ICE in 2019, an internal conflict of interest in 2019 and Purdue Pharma in 2019, among others. By 2019, major news outlets, including *The New York Times* and *ProPublica*, had raised concerns about McKinsey's business practices.



MD.NASEER
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STUDENT ARTICLE

CADILLAC



Cadillac Motor Car Division, or simply Cadillac is a division of the American automobile manufacturer General Motors (GM) that designs and builds luxury vehicles. Its major markets are the United States, Canada and China.

Cadillac models are distributed in 34 additional markets worldwide. Historically, Cadillac automobiles were at the top of the luxury field within the United States, but have been outsold by European luxury brands including BMW and Mercedes since the 2000s. In 2019, Cadillac sold 390,458 vehicles worldwide, a record for the brand.

Cadillac, founded in 1902, is among the first automotive brands in the world, fourth in the United States only to Autocar Company (1897) and fellow GM marques Oldsmobile (1897) and Buick (1899). It was named after Antoine de la Mothe Cadillac (1658–1730), who founded Detroit, Michigan. The Cadillac crest is based on his coat of arms. By the time General Motors purchased the company in 1909, Cadillac had already established itself as one of America's premier luxury car makers. The complete interchangeability of its precision parts had allowed it to lay the foundation for the modern mass production of automobiles.

It was at the forefront of technological advances, introducing full electrical systems, the clashless manual transmission and the steel roof. The brand developed three engines, with its V8 setting the standard for the American automotive industry. Cadillac had the first U.S. car to win the Royal Automobile Club of the United Kingdom's Dewar Trophy by successfully demonstrating the interchangeability of its component parts during a reliability test in 1908; this spawned the firm's slogan "Standard of the World". It won the trophy again in 1912 for incorporating electric starting and lighting in a production automobile.

Cadillac was formed from the remnants of the Henry Ford Company. After a dispute between Henry Ford and his investors, Ford left the company along with several of his key partners in March 1902. Ford's financial backers William Murphy and Lemuel Bowen called in engineer Henry M. Leland of Leland & Faulconer Manufacturing Company to appraise the plant and equipment in preparation for liquidating the company's assets. Instead, Leland persuaded the pair to continue manufacturing automobiles using Leland's proven single-cylinder engine. A new company called the Cadillac Automobile Company was established on August 22, 1902, converting the Henry Ford Company Early history factory at Cass Street and Amsterdam Avenue. It was named after French explorer Antoine Laumet de La Mothe, sieur de Cadillac, who had founded Detroit in 1701.

FACULTY ARTICLE



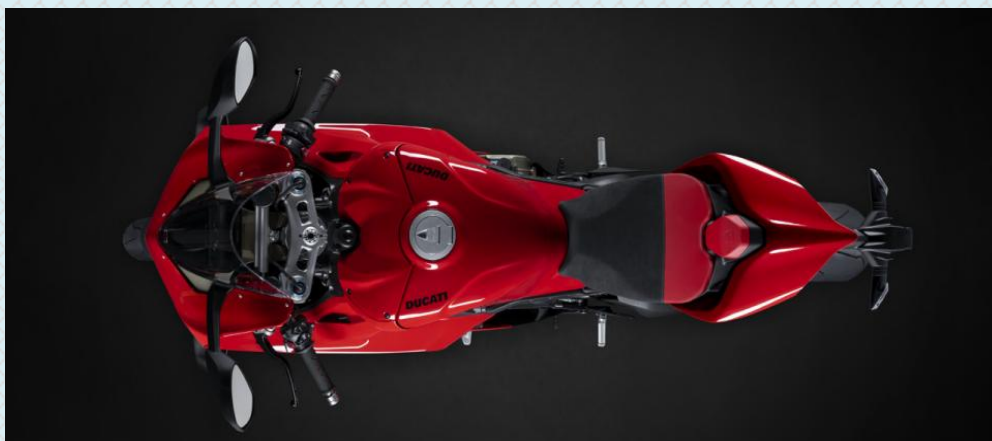
D.KIRAN BABU

DUCATI PANIGALE V4



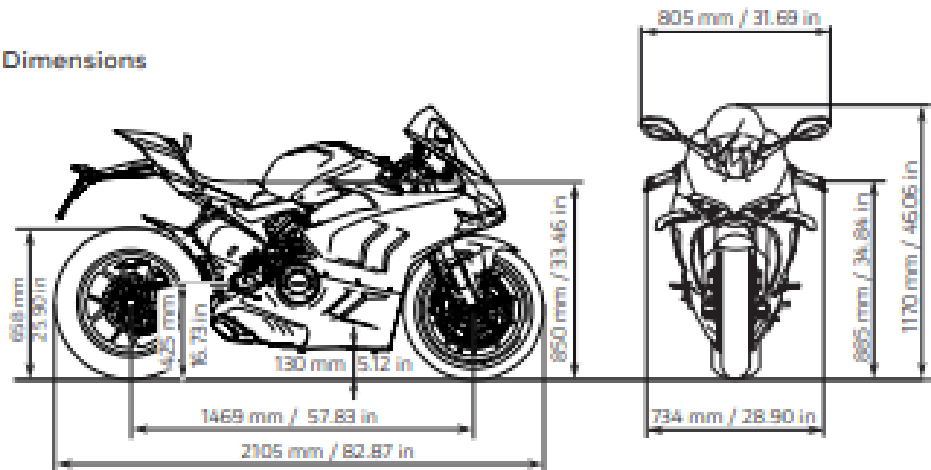
The Panigale V4 2022 represents the last step in the characteristic path of the BorgoPanigale sports bikes and it takes life from Ducati Corse longtime experience married to continuous knowledge and technology sharing from the world of racing directly to production bikes.

With the 2022 version, the Panigale V4 project completes the most significant evolution since its birth. The improvements involve all areas: aerodynamics, ergonomics, engine, chassis and electronics. The result is an even faster bike on the racetrack and at the same time more intuitive and less tiring for a wide range of riders. In short, it offers great and rewarding excitement to pro-rider and amateur alike.



PANIGALE V4

Dimensions



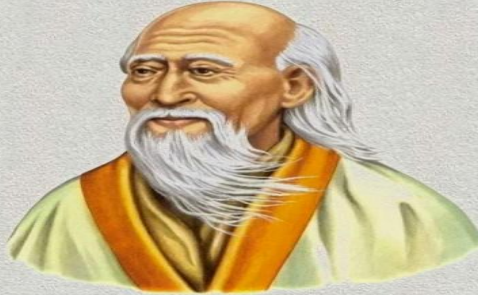
Engine	
Engine	Desmosedici Stradale 90° V4, counter-rotating crankshaft, 4 Desmodromic timing, 4 valves per cylinder, liquid-cooled
Displacement	1,103 cc
Bore X stroke	81 x 53.5 mm
Compression ratio	14.0:1
Power	158.5 kW (215.5 hp) @ 13,000 rpm
Torque	123.6 Nm (91.2 lb-ft) @ 9,500 rpm
Fuel injection	Electronic fuel injection system. Twin injectors per cylinder. Full ride-by-wire elliptical throttle bodies. Variable length intake system
Exhaust	4-2-1-2 system, with 2 catalytic converters and 4 lambda probes.
Transmission	
Gearbox	6-speed with Ducati Quick Shift (DQS) up/down EVO 2
Primary drive	Straight cut gears; ratio 1.80:1
Ratios	1=36/15 2=34/17 3=33/19 4=32/21 5=30/22 6=27/22
Final drive	Chain 525; Front sprocket 16; Rear sprocket 41
Clutch	Hydraulically controlled slipper and self-servo wet multiplate clutch. Self bleeding master cylinder.

Chassis	
Frame	Aluminum alloy "Front Frame" with optimized stiffness
Front suspension	Fully adjustable Showa BPF fork 43 mm chromed inner tubes
Front wheel	5-spoke light alloy, 3.50" x 17"
Front tyre	Pirelli Diablo Supercorsa SP 120/70 ZR17
Rear suspension	Fully adjustable Sachs unit. Aluminum single-sided swingarm
Rear wheel	5-spoke light alloy, 6.00" x 17"
Rear tyre	Pirelli Diablo Supercorsa SP 200/60 ZR17
Wheel travel (front/ rear)	120 mm (4.7 in) - 130 mm (5.1 in)
Front brake	2 x 330 mm semi-floating discs, radially mounted Brembo Monobloc Stylema® (M4.30) 4-piston callipers with Bosch Cornering ABS EVO. Self bleeding master cylinder.
Rear brake	245 mm disc, 2-piston calliper with Bosch Cornering ABS EVO
Instrumentation	Last generation digital unit with 5" TFT colour display

Dimensions and weights	
Wet weight no fuel	192 kg (423 lb)
Seat height	850 mm (33.5 in)
Wheelbase	1,469 mm (57.8 in)
Rake	24.5°
Front wheel trail	100 mm (3.94 in)
Fuel tank capacity	17 l - 4.49 gallon (US)
Number of seats	Dual seats
Safety equipment	
Riding Modes, Power Modes, Bosch Cornering ABS EVO, Ducati Traction Control (DTC) EVO 3, Ducati Wheelie Control (DWC) EVO, Ducati Slide Control (DSC), Engine Brake Control (EBC) EVO, Auto tyre calibration	
Standard equipment	
Ducati Power Launch (DPL), Ducati Quick Shift (DQS) up/down EVO 2, Full LED lighting with Daytime Running Light (DRL), Sachs steering damper, Quick adjustment buttons, Auto-off indicators, Chain guard	
Additional equipment	
Passenger seat and footpegs kit	

MOTIVATIONAL QUOTE

@THEMOTIVATIONFUSION



"If you are **depressed**, you are
living in the past.
If you are **anxious**, you are
living in the future.
If you are at **peace**, you are
living in the present."

SUCCESS QUOTE



*if you want to be best, you have to
work harder than everyone else.*

- lionel messi



.....*Empowering minds*

SRI VASAVI INSTITUTE OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF MECHANICAL ENGINEERING

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