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Inspirational
Entrepreneur

Mr. M. Rajamanickam,
Managing Director, IEIPL.



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Industry
Mobility –
Electric
Vehicles (EV)

Inspirational Entrepreneur



MR. M. RAJAMANICKAM,
B.E (Hons) Mech., PGDIM,
Managing Director, IEIPL.

The souvenir carrying the felicitations from family members and long-standing business acquaintances-turned-family friends of the self-made and energetic Mr. Rajamanickam, to commemorate his 81st birthday recently says it all. His biography is a fit model for adoption by aspirants who dream of establishing their identities not only as successful entrepreneurs but, more importantly, as caring family persons.

M/s. Iyappan Engineering Industries Private Limited (IEIPL) – a family enterprise, **reaching its Golden Jubilee in 2022**, is synonymous with ingenuity, recognised by industry majors and Government companies in Power, Railway and Automobile sectors, as a credible source to make niche engineering products – many times providing solution to complex issues in production lines that would also help to bring about the much needed import substitution.

The strength comes from Mr. Rajamanickam's belief that, in order to make the right component or an assembly for a client with minimum time delay, understanding the whole process flow at their end greatly helps. Many times, better solutions were found through the process of reverse

engineering. This collaborative effort on the part of Mr. Rajamanickam explains as to how some of his business contacts have gradually become family friends.

Early days prior to IEIPL

After completing his graduation in Mechanical Engineering with distinction in 1963 from Coimbatore Institute of Technology (CIT), Mr. Rajamanickam joined M/s. SRP Tools, Chennai as a Planning Engineer. Soon he was elevated as Works Manager.

Simultaneously he pursued his studies in Business Management with focus on Financial Management by attending evening classes – a Post Graduate Diploma Course offered by Madras University. He stood first in the University and won the Gold Medal.

His work experience in SRP Tools for about eight years laid the foundation for his good understanding of all the functions in a manufacturing unit making hydraulic precision components – valves and critical valves – and a practical knowledge of tools. He became a sought-after person who could suggest and provide customized solutions to meet clients' specific needs.

Birth of IEIPL

With the growing confidence and his ability to fix the problem areas in production lines, the idea to start a business of his own gained ground in 1972. With the guidance and support from his brother-in-law, Mr. M.K.K.M. Sethuraman and a few other family members, including his younger brother, Mr. M. Thiagarajan who looked after the production and factory management.

So, the project funding was by family members with no borrowing from

outside. The factory is situated in Sector 1, North Phase of Ambattur Industrial Estate, where TANSIDCO has allotted 0.74 acre of land in 5th Street.

Mr. Rajamanickam's acquaintance with officials from large companies like BHEL, TELCO, Tata Motors, Kirloskar, Mahindra & Mahindra, Ashok Leyland, Hindustan Motors, and BHEL was hugely useful in getting the initial orders.



When started in 1972, IEIPL had to deal with the severe power shortage in the State. When the production run had to pick up and be continuous, there was a total power outage. To maintain his clients' trust, Mr. Rajamanickam manoeuvred the situation by taking the bold step of procuring a diesel generating set from Calcutta which most others of that era would hesitate to do.

IEIPL's emergence as a dependable supply source for high precision components/ assemblies

With the production and supply of customised servo valves to BHEL, and indigenization of several other components to other clients, eliminating import dependence successive orders started to flow in.

A couple of overseas training

programmes attended by Mr. Rajamanickam have helped him enormously:

- One month training in production of servo valves in Switzerland sponsored by BHEL;
- Two-weeks training in Russia in Defence Logistics; and
- Two months training in a Japanese Precision Instruments Company in Marketing.

The client list has now widened to include Railways, Defence, L&T, NTPC, and JWS Energy among others, with the installation of additional machinery to increase production capacity and a Test Bench for pressure applying up to 1000 bar pressure.



Test Bench

Employee retention

Another huge strength of IEIPL is their workforce comprising 120 satisfied employees and a well experienced team of managers heading all the functions.

Family

Mr. Rajamanickam is happily married to Mrs. Meenakshi Achi and they have two sons and a daughter.

Their first son, Mr. Melyappan is an experienced IT professional. He has set up a Computer Software Training

Centre in Chennai. His wife, Mrs. Uma is a BITS Pilani alumni. They have two children – a son and a daughter. Mrs. Uma has been inducted into IEIPL as Director, Commercial & Administration.

Their second son, Mr. Manickam, after doing his Masters, is living in the USA.

Their daughter, Ms. Meera is an Architect – a Gold medallist from SRM University. She is married to Mr. Sai Shankar, also an Architect. They are living in Bangalore with her husband and their two sons.

Management

Grooming is on for the next generation to take over IEIPL's management gradually.

Mrs. Uma Meiyappan, daughter in law of Mr. Rajamanickam is Director – Commercial & Admin, looking after the commercial aspects of IEIPL's business. She has a vast experience of being a strategist, marketer in multinational companies working for Asia-pacific market.

Mr. T. Palaniappan, nephew of Mr. Rajamanickam (brother's son) is Director – Operations in IEIPL, looking after the factory management.

The secret of good physique

For someone who has been spending more than 12 hours a day for well over 35 years in his business, the physical fitness is of utmost importance. Mr. Rajamanickam was an enthusiastic sportsperson during his school and college days, leading teams, and he has been practising yoga and meditation daily during the past 30 years.

Recognition and Awards

Mr. Rajamanickam was the Chairman of Fluid Power Society of India from

2002 to 2012 when he conducted two exhibitions displaying the hydraulic products for application in Defence and other sectors.

He was the President of CIT Alumni Association from 1990-1998 and conducted exhibition showcasing the products manufactured by CITians.

Rotarian for the past 38 years & was the President of Rotary Club of Madras for 1 year.

He was elected as an Office Bearer of AIEMA in 80's when he served as the Joint Secretary of the Association.

In a souvenir released at the International Business Conference of Nagarathars (IBCN) held in Dubai in 2017, a special mention has been made on Mr. Rajamanickam's achievements in business and family life, and his various philanthropic activities, under the title "The Triumph of Persistence: Rajamanickam".

His tips to budding entrepreneurs

- To start your own business, you must have a specific skill.
- Think deeply before taking major decisions.
- Talent is our wealth. Keep updating yourself with new manufacturing technologies.
- Whatever you do, do it well.
- Planning is a must, especially for technology adoption.
- After investment, you should constantly watch the market. A thorough research is a must.
- Planned Work brings success. So, do not take rash decisions involving high risks.

Product Portfolio of IEIPL

HP Bypass System for Power Plants



Position Feedback Transmitter (Push Button)



Blocking Element
A hydraulic valve which is operated with a pilot valve (a solenoid valve).



Servo Valve
Type: ST10/5, ST10/4, ST10/63, ST10/65



Hydraulic Power Unit
To supply the pressure oil to the actuator through Servo Valve.



Proportional Valve
Direct operated valve to control the flow of oil to actuator.



Position Feedback Transmitter
Type: RSG 10, RSG10+2K, RSG10+4K, RSG15+4K, RSG16+4K.



Axial Piston Pump
This is a fixed displacement pump with 210 operating pressure & with 12 & 24 litres flow.

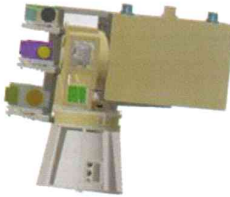


Quick Stroking Device
Hydraulic valve assembly.
Type: SSB10, SSB16

Defence




Gun Elevation Hydraulics



Pedestal XAPAR assembly



Roller Support Assembly



Cylinder with valve



High Pressure Gas Valve with a special feature to warn on unreleased air pressure.



Gun Travel Lock Actuator (GTL)

& many more.....