

After 44 years, What's Next?

Very many congratulations to EIL on completing 44 years of establishment. Over 400 projects... Asia's Largest Construction Engineering Company... Great Achievement! Good Job! What's Next?

Before I begin, one clarification: Please do not take this read negatively. I am not questioning or inquiring company's leadership but offering my humble thoughts for motivation.

So, what's next? I say, Next 22 years are for Young Engineers of India to make EIL a World Leader in Construction Engineering! How much time will that take? And to reach there, what are we doing that we should not be doing? 2. What are we not doing that we should be doing? and 3. What should we continue to do?

Let's skip Question 1, because I have no time for debates and arguments. You are aware that Answer to Question 3 would be Optimization of Work Practices, Better Resource Management, High Technology Tools, Knowledge Management etc, but these are kind of a *Passé*.

That's why Question 2 is intriguing! What are we not doing that we should be doing?

I say set goal, set organizational priority to become world leader by 2030.

First, one example of how priorities can change logic, values, perception and decision making.

It is said that great napoleon had affairs. In a sermon in Notre Dame, the cardinal preached a sermon on marital fidelity, after which napoleon invited him to country for a weekend. For breakfast there was pasta beautifully cooked. For lunch there was pasta beautifully cooked. For dinner there was pasta beautifully cooked. For breakfast and lunch next day was also pasta. The cardinal exclaimed: "Pasta is a wonderful dish but always pasta?"

Napoleon replied, "Always Josephine?" (his wife).

He may have won by logic but clearly 'faithfulness' was not the value in the priority list of Napoleon the Great. So, once organizational priority is clearly defined, decision making becomes easier! 😊

On a serious note, World Leadership as top organizational agenda, will not only speed the working but will also unify community of employees to make collaborative efforts with an integrated plan in a single strategic direction. This will also give a distinctive character to EIL and send a strong signal that we are ready to take on the world!

But who is a leader? A Boss? Supervisor? Authority? No. Leader is someone who guides. Leaders don't push or pull, leaders inspire. Leaders don't mislead like Bush, Hitler. Leaders organize people in one direction to get result. Leaders don't wait for things to happen. Leaders take initiatives, create opportunities and make winning moves.

New initiatives always include risk taking, which in today's world, is unavoidable ingredient of business management strategy. Risk Taking is not disadvantageous if business has flexible problem solving abilities, backed by strong backup strategies. Right?

Permit me please to suggest Hexagonal Pillar which could give support this 2030 goal.

Take Initiatives! Innovate! Take Risk!

Innovation and Individual heroics have always been basis of success in the world. People support good concepts and icons of economy and progress and become followers. Innovators, like Wright Brothers, Graham Bell, Bill Gates used their vision and genius to develop concept into something which is indispensable today.

Victor Hugo said, there is nothing more powerful in this world than the idea, whose time has come. We need to take Initiatives which will not only transform India but will also grant our stake holders maximum return on investments. One such Idea is “Education City”, which is being constructed in Madhya Pradesh under the leadership of Shri Amolak Rattan Kohli, Former Governor of Mizoram.

Infrastructure Development is also ranks high on our national priority. Objective is Township Planning as an industrial unit, which is key element to urbanization. Associate with entrepreneurs, angel investors, private companies, township developers with social reform.

Traditionally, the business plans of all firms over the world can be summed up by the motto of “Transforming ideas into the reality”. Surveys all over the world have also reiterated the fact, that economic growth demands innovation. EIL can offer knowledge and management gaps in such consolidated construction engineering efforts.

Synthesizing this profit making unit with Technology Parks, Housing, Entrepreneurship, Commercial Property and City Planning with Social Reform to create new planned cities, which offer better health and safe life style in sub-urban India.

This city planning could perhaps be the grandest experiment of all: creating an cities, new concept in city planning and why should not EIL take pride in playing leading part in this experiment?

Bring in People with International Work Experience

With India as roots, we need international people as wings, to fly across the world.

People who have played in the global field, know the trends of international politics, economy and society. I am saying this because World is not a level playing field, further we have different playbooks, let me explain how... Lets compare Chinese Sun Tzu's philosophy for governance, with India's Krishna Management Philosophy and Bible based management approach.

Chinese Sun Tzu gives clear emphasis on sharing incentives, says greed is not bad. Tzu calls for iron discipline and agree to Winning is the ultimate goal for which deception may also be used as a tactic. However, our Indian Krishna Management teaches us to be detached, greed is bad and to treat everyone as equal and see things in larger context.

Clearly, We are playing by different rule books!

What are the challenges in International arena? Management @ speed of IT, Increasing international complexities and new frontiers, Increased instability between developed, developing and under-developed countries, Recognize decline of nation boundaries.

Build Your Own Brand!

Coke sells youth, sense of young community and not a sweet flavored drink. Right? Similarly what is EIL's branding? Brand Building is not just for marketing, it helps organization as an entity to determine their essence and communicate it internally as well as to the external world.

When we talk about ourselves clearly and consistently it establishes a distinct personality and reputation. This exercise brings in more respect for institution and its people. There is wider appreciation of company's services to business and society. Stronger with clients, higher employee satisfaction, further strong brand is essential for long term reputation.

A shopkeeper opened a shop with name "Shanti – Shastra Bhandar" or "Digambar – Vastra Bhandar". Irony is funny but society will keep slapping questions in different ways to ensure that audio and video matches to create engineering company which represents India's engineers.

Factor India

Patriotism drives and motivates people. Reverence of shared patriotic ideals will unite a diverse, huge, workforce which has got years of slavery in their blood. Patriotism not only unites but also develops a sense of duty and deep love of country can inspire such devotion. However we must also remind ourselves of Leo Tolstoy's comment that we can either have peace or patriotism?

Public Sector Companies are to be taught that they are not just in a nation but are of a nation, part of a nation and are for a nation. Demonstrated commitment and significant contribution to country's growth is responsibility of a Public Sector Unit.

Shubh Labh

Traditional Business motto of India which is "Shubh Labh" should be our guiding philosophy. Let's say, we pursue meaningful ideas with income. India is not ruled by profit maximization but to pursue business aims profitably. Shubh means benefit and betterment of everyone which must be combined with Labh meaning profit.

Profiteering is not the only objective of business. Convergence of business with social welfare is the order of today. Gandhi Bapu said, "An ounce of practice is worth more than tons of preaching"

This foundation day could give a perfect dream start to EIL for next decades. It may seem too good to be true, I would like to believe that it probably is. When the history of Construction Engineering will be written, EIL should go down as the company, which gave birth to India's leadership in engineering and re-conceptualized the way construction was perceived.

Vivekananda said, "March Onwards and Move Forward s. Do not stop, until the goal is reached!"

Smile, because Engineers make the world!

- Written by somebody you can surely meet in hell!