

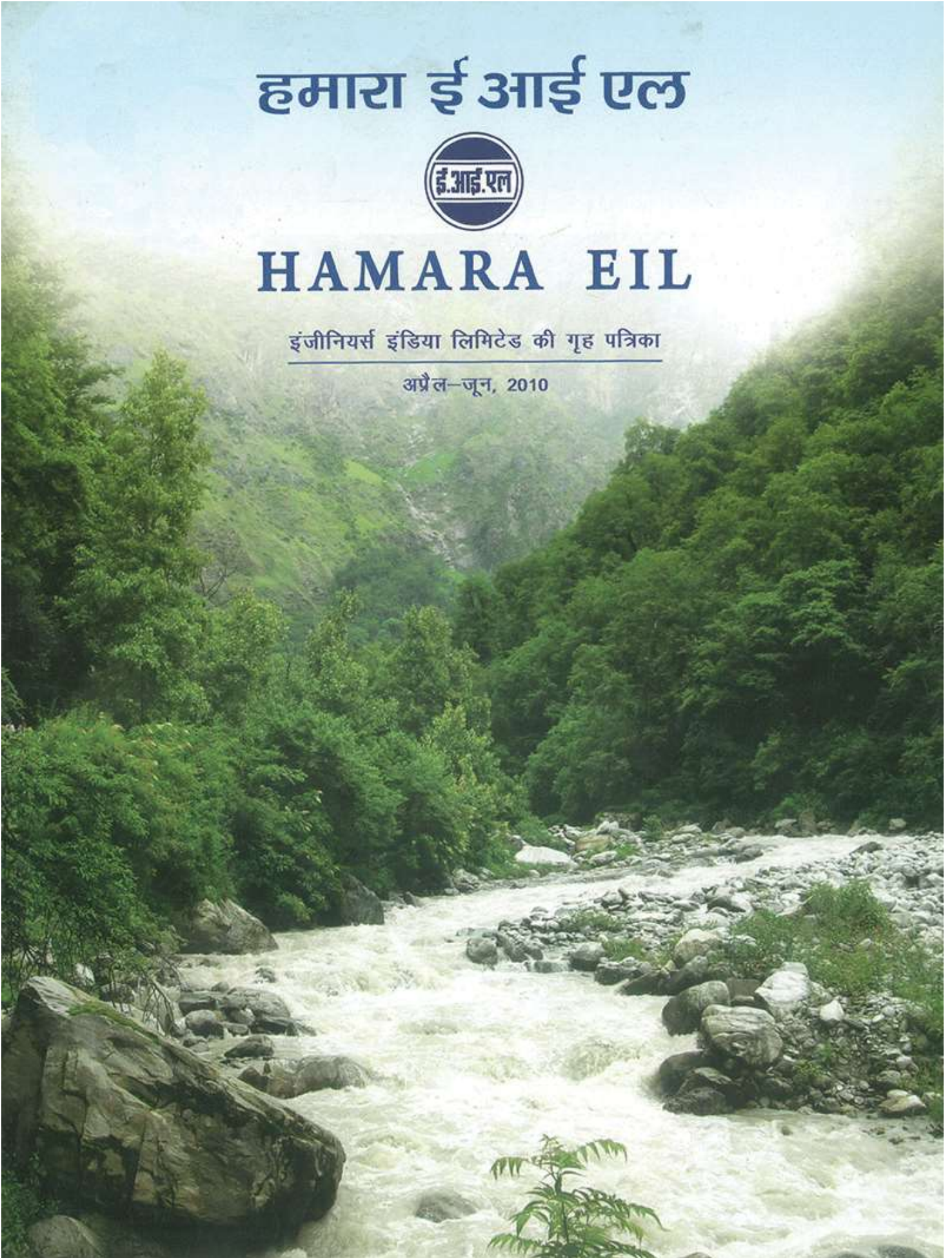
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HAMARA EIL

इंजीनियर्स इंडिया लिमिटेड की गृह पत्रिका

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Challenges for Engineers of India

India and China will lead the world by about 2040-2050. The two countries comprised half the world's wealth before 1700, and then were devastated by foreign occupation and other factors. India became independent in 1947, and China's - "People's Republic" in 1949 - it then took them another 50 years to achieve a good growth rate, and they are now growing faster than any other country.

India is evolving from Socialism of Mahatma Gandhi to Capitalism of Sonia Gandhi. Trouble with Tata's Nano was a reminder of wide gap between rights of poor farmers and global aspirations of Corporate India. Keywords for today's India are: Globalization, Multiculturalism, IT Revolution, and Convergence of Politics with Social Interests, Economy and Culture.

Management Challenges

Basic issues of Management remain the same in all countries, all companies: Employee Motivation, Lack of ownership and belongingness, responsibility, non-commitment, negative behaviour, Managing Diversity of Region, Ethnicity, Gender, Language, Culture; and "We have always done it this way" – attitude. Threats from global competition include threat of takeovers, threat of economic recession, intellectual property rights etc.

Efficiency cannot be the sole objective of economic activities. Values like welfare and sustainability also count. If Companies are social entities (as community or family) then they must justify their existence by becoming instruments of social progress. Traditional Business motto of India is "Shubh Labh": Shubh means benefit and betterment of everyone which must be combined with Labh meaning profit. India is not ruled by profit maximization but to pursue business aims profitably.

Increased Corporate Responsibility - Companies need to live in harmony with all the stake holders namely: customers, employees, investors, vendors, government and society. With diminishing national boundaries companies enjoy greater freedom; but also have greater responsibility towards all the stake holders. Further, such companies must be awarded tax benefits and incentives for doing the common good.

Shift is needed towards IT Driven Management: Even valuable IT tools, machines and systems are also just tools; new technology alone won't change anyone's behaviour. Our talent pool, young minds are a bit unpolished. We can import latest machinery or technology or get financial investors but most important priority is to get/prepare specialized human resource, which can do the nation building job for us. People who can bring the new age management methodology to keep up on the global level. We need people with international work experience, who have played in the global field. We need human engineering at national level to create better Individuals to make better India.

In this phase of unprecedented economic expansion, we need knowledge workers. Whose loyalty is not just towards ancient company logo but also towards (1) doing the job right (2) contributing how the work gets done and (3) Country India; which means motivating, coordinating, keeping people together, articulating clear goals on where company should go.

Organizations should work in a way that employees use their 100% capacity and not just 5-10%. In India most of employees have two Masters and Role Models (1) Organizational and (2) Moral/Ethical/Religious. It is the responsibility of companies to build an organization culture, a certain environment, which is conducive for such mindset to develop and prosper.

Need for Innovation

How Innovation can help? India needs ideas that have social and financial progress: Don't wait for Electricity to reach Villages, Create Solar Power, Wind Power with Battery Power - There is huge market and long term profit as well!

Today is the best time to innovate: Creativity and Innovations are the brightest side of business. Knowledge is doubling every 10 years. Today the time between realization of an idea and its delivery in market is the shortest it has ever been in history.

Further, we need to spiritualize business and society, rural development with urbanization, transformation with economic and social development.

Another example: let us take three problems (1) Burden on urban infrastructure is increasing with people migrating from small towns to big cities. (2) Illiteracy in India and (3) Urbanization/Township Planning. Now we synthesize township planning, with education to make an education city – where various school, colleges, universities are constructed in nearby locations for city development purpose as well as for collaborative research say in areas of engineering, medicine etc.

In addition, we build infrastructure for Technology Parks, Housing. Entrepreneurs can invest in individual units and develop commercial property. Such city planning can cause

social reform. Alternative is to take an Refinery, as a single unit and team up with entrepreneurs, investors, private companies for planned residential and commercial property development.

However when Government allows or gives subsidy for such work, it must be ensured that some part of the financial progress must be given to the poorest of the poor, local people and not just money making companies.

Mission and Vision Driven Work Style

Mission and Vision helps set organizational priorities. Vision defines what organization will do while vision provides focus to assess that individual, department and organizational progress in that area.

Staples of fear, punishment, manipulation and/or office politics cannot keep educated people together for long. If Vision without action is daydreaming then action without Vision is just Random Activity. Employees also don't just want to work for the company they want to belong to an organization.

Benefits of mission centric working are: improved productivity, employee unity, enhanced financial performance, increased job satisfaction, enhanced reputation, distinct character and brand building of company. With organization priorities right, logic, values, perception and decision making becomes easier.

Today, when India is aiming at world leadership and setting global goals - Key is not to leave out the common man and deliver a consistent performance despite changes in the political and economic environment using the correct business practices.

Just like oil refinery brings out crude from bottom of earth and refines it into useful and beautiful petroleum products; similarly these attempts were of human engineering; Preparing better employees with character refined in universal values dedication and service.

Future of India is dependent upon innovation of science and technology. Good future of India is dependent upon coming together of social reform, Indian cultural life style with innovations of science and technology.

In the name of creating a better India by better thinking!

May God bless all !!



Nitin Mendiratta
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Successful Test Charge of Power Transformer at Panipat Refinery



EIL is implementing Panipat Refinery Additional Expansion Project (PRAEP) for IOCL. One of the key & electrifying milestones of test charging of Power Transformer of Sub-Station 71 (TR-172, 33/6.9KV, 25/31.5MVA) has been achieved on May 28, 2010. Power has been received from Sub-Station 28 of Captive Power Plant to Sub-Station 71. Total 18 KM of cable (10.8 KM High Tension Cable & 7.2 KM Control Cable) has been laid.

After receiving CEA approval, test charge of 33KV Isolator breaker panel was done and sequentially one out of two power transformers was charged taking all safety precautions. Thereafter 6.6KV incoming power for 6.6KV Switchgear panel was received from 33KV Power Transformer. This was made possible by the exemplary teamwork of EIL & IOCL.