

Q 1. Which new areas EIL should diversify into (besides the areas currently identified - viz. nuclear, solar, water)?

***Essential Key Strengths of any Engineering Company are (or should be):  
1. DESIGN and 2. INNOVATION. I suggest these two should be the basis, the inseparable ingredients in your diversification initiatives. All further branch outs must be for a single strategic focus: World Leadership!***

***Why should we rule out Short Term Profit Diversifications?! These could be testing waters for 1. New Partnerships with Private Companies and more importantly 2. Developing New Niche and 3 Could also be testing waters for EIL's International Brand Building and associations, such as:***

***I recommend: Build INDIA's reply to America's Disney Land! Not just an amusement park, but an entertainment town, with all sorts marvel architecture! Entertainment is good economics today, isn't it? So, Why not?***

***Being new to the company, I am not aware what is EIL's contribution in building infrastructure for the upcoming common wealth games?***

**Infrastructure Development: Working for the Nation**

- i. Township Planning (Take Refinery as Economy and Social Nucleus, adopt nearby villages, and build a township, will also help in stop in migration of people from villages to cities, a major social concern everywhere. Idea borrowed from Former Gov. A R Kohli)***
- ii. Build Technology Parks, Housing, Commercial Property like India's tallest twin towers?***
- iii. Multi-story Steel + Wood housing solutions?***
- iv. Adopt Villages, Create energy solutions for them! India's tallest building, towers, new design architectures (Idea to construct buildings that have not been created in India before!)***
- v. India longest road on highest altitude? Bridge like one in Mumbai?***

Q 2. What will be methodology / road-map for entering into the above mentioned growth areas?

- i. First, New Niche Development! Not just become a Refinery Contractor***
- ii. Network! Network! Network! (Tie up with Private companies, focus on private + public partnership)***
- iii. Maximum utilization of the Advantages that any Government owned organization has (Leverage on Govt Association, Get their done)***
- iv. Multiple Revenue Models: Partnership with First World Countries***

Q 3. In your opinion, what are major threats and weaknesses of EIL?

***I quote, Thomas A.Edison, inventor of the tungsten light bulb, quoted in 1916:***

***“You see, we should make use of the forces of nature and should obtain all our power in this way. Sunshine is a form of energy, wind and sea currents***

*are manifestations of this energy. Do we make use of them? Oh no! We burn forests and coal, like tenants burning down our front door for heating. We live like wild settlers and not as though these resources belong to us. “*

*Further, I add - To be a Technical Specialist does not make me a world leader. EIL needs a Vision Driven, Mission Driven approach into its Business and Working Style. Environment with IT Driven and stronger HR based work system that breeds Creativity, Design and improved Thinking Skills.*

Q 4. What is the mitigation plan to overcome the above mentioned weaknesses?

*A. Take Initiatives! Innovate! Take Risk!*

*B. Construction Engineering for Modern Age Architecture. There is programme on Discovery called “Man Made Marvels” Have u seen it?*