



Horizons

Volume 10, March 2011

The A2Z GROUP Newsletter



....em **POWER** ing the nation



Message from Mr. Amit Mittal (MD)

Dear A2Zians,

It is an absolute delight to see the A2Z Family evolving with the changing times.

With presence in almost the entire country as well as in other countries around the world, our family is getting more diverse and multi-cultural. It is exciting to see people from diverse race, ethnicity, and geographic backgrounds becoming a part of our extended family. Having a multi-cultural environment has its proven benefits and we would surely benefit from the same.

As we all know, we have been bestowed with various awards in the past few years and 'HR Excellence Award for Management's commitment to Human Capital' was one of them. A2Z Group is fully committed to keep up the good work and bring constant improvements in its HR practices.

Among others, recently some activities were held on the occasion of the festival of Holi which garnered good interest and encouraging participation by the employees. I look forward to more such activities which promote employee bonding, creativity and team work.

Speaking about 'Horizons', the Business News section is very informative and it clearly signifies good business performance made possible by the A2Zians. It also highlights activities, camps, and rallies etc. which have been organized by A2Z as a part of its 'CSR' initiatives. The section 'Book Review' features the book 'The Myths about Innovation' where the author presents his very interesting views on Innovation.

I hope you enjoy this edition of 'Horizons' as much as I do.

Reach me at horizons@a2zemail.com

MEET THE LEADERS

IN THIS SECTION, OUR EXPERIENCED PERSONNEL SHARE THEIR EXPERIENCES IN A CANDID WAY



Mr Karnail Singh
Chief Advisor (Transmission)

Mr Karnail Singh is currently working as Chief Advisor (Transmission) in A2Z MES. He did his Bachelor of Engineering and has a vast experience of 35 years. Mr Singh retired as Chief Engineer from Central Electricity Authority, an apex body of Ministry of Power, Govt. of India. He joined Central Electricity Authority in 1976 as Assistant Director through UPSC Engineer Service Commission and worked in different areas, as Dy. Director, Director (Transmission) and Chief Engineer Systems in Energy & Technology Development Division till Feb. 2011, in the field of engineering and designing EHV Transmission line up to 765kV. Represented Central Electricity authority on many expert committee groups from Aug 2003 to Aug 2006, and also worked as Dy. General Manager in Power Grid to look after the operational maintenance of EHV Transmission line that is 400kV to 500kV Dc

Family

His wife is a graduate and is a homemaker. He is blessed with three daughters. Mr Singh's eldest daughter is a software engineer and settled in USA, his second daughter is a teacher and the youngest one is pursuing a B-Tech and is in her final year of completion.

Life beyond work

He loves to take part in social work and participating in religious functions.

Life at A2Z

He feels A2Z is a dynamic organization, expanding in different fields and progressing exponentially. Work culture is very good. Management under the leadership of Sh. Amit Mittal is excellent.

Success mantra

With hard work and sincerity one can overcome the entire problem.

Message for youngsters

He strongly believes that sincerity, honesty, hard work and teamwork can take anyone to greater heights.

NEW MEMBERS OF THE A2Z FAMILY



Mr. Rajeev Kumar Sood

Mr. Rajeev Kumar Sood has joined A2Z as General Manager for "Water & Waste Water Division".

He completed his Diploma (Mechanical Engineering) from Board of Technical Education, New Delhi in 1979. Mr. Sood brings with him 30 years of experience. Before joining A2Z Group, he was Senior Manager – Projects of Unitech Machines Ltd. and prior to that he was Project Manager in Trading Engineers (International) Ltd. During his tenure he has managed different project activities including complete project life & management cycle and has also executed projects with minimum cost expenses.

You can reach him at rajeev.sood@a2zemail.com



Mr. Ajay Bajaj

Mr. Ajay Bajaj has joined as President for "Transmission Line Division"

He did his Diploma (Electrical Engineering) from Allahabad in 1975. Mr. Bajaj brings over 3 decades of experience in the power sector. Before joining A2Z Group, he was Chief Manager – (Contract Services) of Power Grid Corporation of India Ltd. and prior to that he was Manager in the same organization. He has an expertise and excellence in the planning, preparation, submission, evaluation to tender and placement of awards for 765/400/200KV Extra High Voltage Transmission Line, Sub-Station, Transformer, Reactors, Cables Fiber Optics along with expertise in Techno Commercial Operations, Project Management, Site Management / Contract Administration, Erection & Commissioning, Process Engineering & Improvement, Manpower Management.

You can reach him at akbajaj@a2zemail.com

NEW MEMBERS OF THE A2Z FAMILY

List of New Joinees

S.No	Name	Designation	Phone No.	Department
1	Sanjeev Kumar	Senior Engineer-Projects	9552574924	Projects
2	Anand Prakash	Senior Engineer	9958588941	Projects
3	Nishant Kumar Mishra	Senior Engineer	9767023065	Projects
4	Hakim Jawadwalla	Senior Engineer	9960952473	Projects
5	Anant Prasad Kushwaha	Assistant Manager-Projects	9818054034	Projects
6	Anil Kumar	Supervisor	9021259172	Projects
7	Arvind Dayma	Engineer - Projects	9251807576	Water & Waste water
8	Harish Kumar Vishkarma	Engineer	9661679963	Projects
9	Gangadhara	Senior Manager	8095588142	Transmission Line
10	Ataullah Khan	Engineer-Projects	9540896264	Water & Waste water
11	Shiv Poojan Patel	Engineer-Projects	9355304269	Projects
12	Rakesh Kumar Singh	Engineer-Projects	9541220411	Projects
13	Samir Pandey	A G M	9891236821	Projects
14	Subrata Kumar Das	Commercial Assistant	9007276101	Projects
15	Tarak Nath Mondal	Supervisor	72780857549	Projects
16	Jaya Prakash Jena	Technician	9861574193	Telecom
17	Arun Kumar Maurya	Senior Technician	983882011	Telecom
18	Priyanka Sur	Engineer	9800447282	Projects
19	Gyanendra Nath Tripathi	Deputy General Manager	9050957481	Transmission Line
20	Sunil Kumar	Technician	9356897408	Telecom
21	Patanu Paik	Junior Engineer	9433716994	Projects
22	Pratik Sinha	Commercial Officer	9476364780	Projects
23	Somnath Kansari	Supervisor	9851856733	Projects
24	Sonali Sood	Executive-Purchase	9999802492	Water & Waste water
25	Atul Saini	Graduate Engineer Trainee	9896564556	Projects
26	Amit Rai	Diploma Engineer Trainee	9450601856	Telecom
27	Triveni Pandey	Project Coordinator	9455036865	Telecom
28	Rahul Dilip Dahegaonkar	Senior Engineer	9028001744	Projects
29	Biswajit Jana	Supervisor	9143043071	Projects
30	Amit Pal	Supervisor	9475186277	Projects
31	Saurabh Chakraborty	Assistant Engineer	9836487790	Projects
32	Didrisha Pal	Accounts Assistant	9433556829	Projects
33	Umesh Mondal	Diploma Engineer Trainee	9163026515	Projects
34	Tapas Garai	Diploma Engineer Trainee	9679003624	Projects
35	Mukesh Kumar Rai	Assistant General Manager	9911581555	Projects
36	Abhishek Bhattacharya	Engineer	9825303894	Projects
37	Vinay Kumar Maurya	Senior Technician	9457424456	Telecom
38	Md. Kaleemuddin	Engineer	9934163294	Telecom
39	Suresh Chand Tiwari	Senior Project Assistant	8882306186	Telecom
40	Pramod Singh	Engineer	9678840307	Telecom
41	Yogendra Singh	Diploma Engineer Trainee	9675915907	Telecom
42	Arun Kumar Yadav	Graduate Engineer Trainee	7838476403	Telecom
43	Ashish Anjana	Engineer-Projects	9893911493	Telecom
44	Naveen Kumar Srivastava	Graduate Engineer Trainee	9540307481	Telecom
45	Sameek Chakraborty	Diploma Engineer Trainee	983618559	Projects
46	Subhajit Poddar	Diploma Engineer Trainee	9614949803	Projects
47	Avinash Kumar	Graduate Engineer Trainee	7309663447	Telecom
48	Ravi Kumar	Senior Executive-IT	9812118190	IT
49	Shashi ranjan	Engineer	9368191992	Telecom
50	Parth ranjan	Engineer	9540159998	Purchase
51	Chirag Agarwal	Management Trainee	9368590900	Company Secretary
52	Anubhav Mishra	Senior Executive	9311760595	Finance
53	Deepak Kumar Gupta	Graduate Engineer Trainee	978507097	Telecom
54	Abhinandan Kumar	Engineer	9253304426	Telecom
55	Rajat Kumar Biswal	Graduate Engineer Trainee	9836591871	Projects
56	Tuhin Narayan Bose	Engineer	9832741152	Projects
57	Vinod Kumar Sharma	Manager	9887938402	Water & Waste water
58	Nurul Islam Mondal	Graduate Engineer Trainee	9563476393	Projects
59	Ritu Kumari	Graduate Engineer Trainee	9999687875	Purchase
60	Md. Danish	Engineer	8409931284	Telecom
61	Monika Mamgain	Graduate Engineer Trainee	9811436870	Purchase

HOLI SPLENDOR

Introduction

Cheerful smiles shone bright when the employees were welcomed and greeted with Holi Abhishek while entering the office in morning hours. Golden melodies filled the ambience as the day started rolling with Quiz and Rangoli

Competitions

Best Quiz entry and Rangoli competition winners were conferred the coveted Company Mug souvenir displaying the tag line "Imagination is the beginning of Creativity".



PRIZE

Rangoli Splash left the onlookers spellbound and awestruck with the beautiful patterns and motifs that adorned the reception of the office floors.



HOLI SPLENDOR

It was indeed a tough time for Judges to identify the best entries as each Rangoli was unique and beautiful in its own way. The top two entries gained unanimous vote and stood out from the rest for innovative design and smooth finishing. Third position was decided after a lot of deliberation: the fine line that was drawn for declaring the third prize was the intricacy of design. The Judgement panel comprised Ms. Dipali Mittal (wife of Mr. Mittal, MD), Ms. Reena Gupta (wife of Rakesh Gupta, Group CFO) and Ms. Renu Kataria (wife of Rajesh Kataria, Group Head HR).

The participation in the event laid a launching pad for Team Work and Camaraderie as teams competed to give their best.

The Winning Teams of Rangoli Competition comprised the following members:

1st Lalita Yadav ,Tanu Jain, Ritu Dahiya and Hirani Seth



2nd Anuradha Singh, Karunakar Ojha, Shaurya Prasad and Mayank Saxena



3rd Jyotsana Sharma, Sandhya Shree Chourasia and Yoshita Grover



The best Quiz entry awards were bagged by the following:

1. Sankar Pajamale
2. Sonu Bali
3. Prakash Kumar
4. Dr. Anuradha Monga
5. Pawan Sharma
6. Vineeta Pandey
7. Neha Chaudhary
8. Himani Yadav
9. Ekta Chhetri

MES NEWS

NTPC-Cochin Project

The Cochin Port in the role of the principal developer has commenced the project initiatives to set up the first Port Based Special Economic Zone in India. The Ministry of Commerce, has notified Vallarpadam and Puthuvyppeen areas within the port limit as two separate Port Based Special Economic Zones. Major port based Projects like the International Container Transshipment Terminal (ICTT), LNG Re-gasification Terminal, Crude Oil Handling Facilities for BPCL-Kochi Refinery, are coming up in the SEZs. Projects like Bunkering Terminal, Distribution Park including Free Trade Warehousing and process industries have been proposed in these SEZs. The port is currently establishing the infrastructure and amenities for the zone. The Cochin Port Trust, Cochin Container Terminal is one of the biggest terminals in India, which is in joint venture with Dubai Govt., hence famous by the name DP World Container Terminal. The back water offer clay and placid channel for ships throughout the year.

For the above container terminal we had executed Electrical power supply work from Marine drive to Valladpadam Substation on time and same is energized successfully. This project was executed before time and henceforth footprints of A2Z has been left in Cochin which has been appreciated by Dubai Port Trust.

Milestone achieved

- 4.05 Km of Double circuit 11 KV cable laid from Marine Drive KSEB 66/11 KV substation to the newly constructed 11/11KV substation at Valladpadam and having 10 straight through and 26 terminating joints along its path
- * Cable laying under two bridges of 1 Km-Work includes laying of Cable along with clamping, dressing, hiring of skilled labor & boats, safety net during working, safety equipments and all accessories
- * Cable laying under two culverts
 - Two 6-Pole structures each containing metering arrangements
 - Indoor 11/11 KV substation Containing:
 - * 8 VCB panels
 - * ACDB
 - * DCDB
 - * 11/0.433 KV substation
 - * DC battery & Battery charger



PowerTech News

PowerTech Team Have Practically Demonstrated The Concept Of D12 Ecm Project In Front Of Ministry Of Power (Mop)

द लुक दो फीडरों के परिणामों से उत्साहित पूर्व क्षेत्र कंपनी

गौरखपुर फीडर में 36 से 8.72 प्रतिशत आधारताल फीडर में 50.54 से 9.16 प्रतिशत हानि रोकी



ए टू जेड का कार्य बेहतर होने से हमारी लाइनों का नेटवर्क पहले से मजबूत हुआ है। एक प्रश्न के जवाब में मुख्य अभियंता ने आगे कहा कि ए टू जेड को फायदा हुआ या नहीं पता नहीं परंतु कंपनियों को फायदा जरूर हुआ है।

अशोक सम्सेना
मुख्य अभियंता, जबलपुर रोजन

पूर्व क्षेत्र विद्युत कंपनी में जबलपुर शहर के 25 फीडरों में काम कर रही ए टू जेड कंपनी ने अनेक जटिल समस्याओं से जुझते हुए 12 फीडरों में विद्युत हानि को कम करके दिखाया है। ए टू जेड ने प्रमुख रूप से जबलपुर शहर के गोरखपुर और आधारताल फीडर में विद्युत हानि 37 प्रतिशत से 8.72 प्रतिशत और 50.54 प्रतिशत से 9.16 प्रतिशत लाकर वितरण कंपनी के हीसले सुलभ कर दिये हैं। गौरतलब है कि पूर्व क्षेत्र विद्युत वितरण कंपनी के विद्युत इंजीनियरों ने विद्युत हानि नहीं रुकने का संकल्प घोषणा था, लेकिन जबलपुर शहर अधीक्षण यंत्री अजय शर्मा की निरंतर समीक्षा से ए टू जेड के सीनियर मैनेजर रोहित ने वितरण कंपनी के 6 प्रतिशत विद्युत हानि कम करने के लक्ष्य से 200 गुना कम करके अकालत करा दिया है कि ए टू जेड अपने दृढ़ इरादों के साथ संधर्ष देने में सक्षम साबित हुआ है।

ए टू जेड की कार्यप्रणाली पर वितरण कंपनी के प्रोजेक्ट मैनेजर (अधीक्षण यंत्री) अजय शर्मा ने बताया है कि शेष 10 फीडरों पर काम तेजी से चल रहा है। सभी 12 फीडरों में सर्विस लाइनें, मीटर बदलने, कटआउट, केबलिंग बदलने की कवायद पर तेजी से नजर रखी जा रही है। डी-12 अंतर्गत 12 फीडरों में डिस्ट्रीटयूशन ट्रांसफार्मर 290 लगाये जा चुके हैं। जिन दो फीडरों में काम पूरा हो चुका है। इनमें आधारताल और गोरखपुर को विद्युत शिफायतों ए टू जेड ने निराकरण करना आरंभ कर दिया है। श्री शर्मा ने बताया कि सिंगल फेस के 12 हजार 911 मीटर रिप्लेस किये गये हैं और 20 हजार 386 मीटर शिफ्ट किये गये हैं। जबकि थ्री फेस मीटरों में 852 मीटर रिप्लेस हुए हैं और शिफ्ट 695 मीटर हुए हैं। एबी

केबल भी 117.4 किमी लगाई जा चुकी है।

'द लुक' को ए टू जेड के सीनियर मैनेजर रोहित ने बताया कि पूर्व क्षेत्र कंपनी द्वारा दिये गये वितरण हानि के प्रतिशत का आकलन सर्वप्रथम दौर में देखने के बाद चुनौती लग रही थी। जैसा कि आधारताल में 50.54 प्रतिशत, गोरखपुर में 37 प्रतिशत हाथोवाल में 30 प्रतिशत, ठम्कर ग्राम में 69.31 प्रतिशत चांदनी



श्री अजय शर्मा, अधीक्षण यंत्री, जबलपुर शहर

चौक में 68.34 प्रतिशत, पन्हा कौमाढ़िया में 46.48 प्रतिशत, उखरी-6 में 40.04 प्रतिशत, हनुमान ताल में 63.14 प्रतिशत, बजरिया में 34.53 प्रतिशत, सदर में 36.66 प्रतिशत, कालीमठ 45.68 प्रतिशत पशियाना में 70.96 प्रतिशत विद्युत हानि करना चुनौती था, लेकिन अधिकतर फीडरों में काफी हद तक सफलता मिली है। वितरण कंपनी मटेरियल पूरा देती जाएगी तो जून 2011 तक प्रोजेक्ट पूरा कर दिया जाएगा। 12 फीडरों में ए टू जेड ने 17.72 करोड़ का काम कर चुकी है। डी-12 में भगवती शरण दीक्षित जूनियर इंजीनियर को अर्वाइव मिला है। श्री रोहित ने बताया आधारताल और गोरखपुर फीडर के विद्युत उपभोक्ता शिकायतों के लिए टेलीफोन नंबर 4002030 पर शिकायत दर्ज करा सकते हैं। बहराल पूर्व क्षेत्र विद्युत वितरण कंपनी के सीएमडी एवं विद्युत मंडल अध्यक्ष पंकज अग्रवाल सीमे तौर पर ए टू जेड की समीक्षा प्रोजेक्ट मैनेजरों के साथ सख्ती से करते हैं। गौरतलब है कि विद्युत मंडल के पूर्व अध्यक्ष एवं वर्तमान में विद्युत निष्पापक अयोग्य अध्यक्ष राकेश साहनी ए टू जेड के कार्यों से संतुष्ट नजर आये थे, ए टू जेड पूर्व क्षेत्र कंपनी की डम्मीओं के खरी उतर रही है। दो फीडरों में विद्युत हानि कम होने से ए टू जेड के अधिकारियों और कर्मचारियों में उत्साह नजर आ रहा है।



श्री रोहित दीक्षित, सीनियर मैनेजर, ए टू जेड

फरवरी 2011

M.P.P.K.V.V.Co.Ltd. CITY CIRCLE : JABALPUR

Execution Status of D-12 Project - Feederwise

S. No.	Name of Feeder	No. of Street Closures (of 100)	Date on which execution started	Date of completion	No. of Street Closures	% of Street Closures	S.P.F. (Feeder)	No. of Poles	Provision as sanctioned estimate				Actuals as of date			
									% of High pole meter	% of Low pole meter	A.B. (Lamp)	% of High pole meter	% of Low pole meter	A.B. (Lamp)	% of High pole meter	% of Low pole meter
1	Jabalpur	457	1/1	22/04/2011	24/12/2010	37	8.09%	179	100	1200	279	155	14	8	1	1
2	Jabalpur	1000	1/10	09/03/2011	01/12/2010	51	5.00%	244	249	1000	1200	279	155	14	8	22
3	Ashok	1011	1/10	11/03/2011	18/11/2010	20	2.00%	286	299	1011	1011	1011	1011	1011	1011	1011
4	Trilokyan	4261	2/10	22/04/2011		33	0.78%	1471	2478	42	12/27	1148	845	0	1	1
5	Chandni	3880	1/10	18/09/2010		13	0.34%	822	1008	90	11/80	1084	1217	0	0	0
6	Panduraj	3123	1/10	17/08/2010		14	0.45%	223	236	1150	1841	48	44	0	0	0
7	Shree 41	6000	1/10	20/08/2010		36	0.60%	330	375	368	1081	83	0	0	0	0
8	Shree 42	4483	1/10	26/11/2010		18	0.40%	139	143	1376	1834	21	20	13/75	0	0
9	Shree 43	1251	1/10	26/11/2010		21	1.67%	132	142	1011	126	0	0	0	0	0
10	Shree 44	4023	1/10	05/12/2010		22	0.55%	139	139	1700	75	0	0	0	0	0
11	Shree 45	2008	1/10	05/12/2010		17	0.85%	132	132	1011	82	75	0	0	0	0
12	Shree 46	1017	1/10			18	1.77%	144	147	1011	2	75	0	0	0	0
						308					2211	2098	881	1081	1114	844

As on 20th Jan 2011

INFRASTRUCTURE NEWS

1. Amravati – A2Z Infrastructure has signed an agreement with Amravati Municipal Corporation for Processing & Disposal of Municipal Solid Waste (MSW) generated in the city of Amravati, Maharashtra for 30 years. Total waste generated in Amravati city is 300 tons per day (TPD).
2. A2Z has initiated Collection and Transportation of MSW in Ghaziabad and Muzzafarnagar cities of Uttar Pradesh.
3. From April 01, 2011, all wards (110) in Kanpur will be covered for collection of user charges from the present 100 wards.

POWERCOM NEWS

Status at Nakodar Site:



TG Condensate Storage tank



TG Condensate Storage tank



Nakodar Site



TG Building



MCS Pond



TG Condensate Storage tank

INFRASERVICES NEWS

Indira Gandhi International Airport is the primary airport of the National Capital Region of Delhi, situated in West Delhi, 16 km southwest of New Delhi's city center. Named after Indira Gandhi, the former Prime Minister of India, it is the busiest airport in India in terms of daily flight traffic and second busiest in terms of passenger traffic in India after Mumbai's Chhatrapati Shivaji International Airport. With the commencement of operations at the new Terminal 3, Delhi's Indira Gandhi International Airport has become India's and South Asia's largest and most important aviation hub. It occupies 502,000 m² (5.4 million sq ft), with a capacity to handle 34 million passengers annually and aimed at handling more than 100 million passengers by 2030. It along with Mumbai's Chhatrapati Shivaji International Airport, handles more than half of the air traffic in South Asia. For the period of Apr–Nov 2010, it was the busiest airport in terms of international and overall passenger traffic.

It is really a great honour to be associated with a project of such a magnitude, right from the start of operation. We are managing housekeeping in the arrival area of the T3. Addition of this client in our portfolio is a matter of pride for us as it adds a lot of brand value to A2Z InfraserVICES Limited. We have been contributing silently but steadily to the growth of T3 in the world arena. We have deployed following resources for this prestigious project -

- a) man
- b) machines
- c) materials
- d) all latest equipments of cleaning.

There are a total of 8 levels of PTB (passenger terminal building): 1-hotel level, 2-office level, 3-CIP level, 4-departure level, 5-mezzanine level, 6-arrival level, 7-basement, 8-sub basement, of which 4 levels are managed by A2Z infraserVICES.

Apart from PTB of GMR we are providing our services at MLCP (multi level car parking), W H SMITH (retail shop), Food court Area, Medanta medical centre, Ishana Spa, Emirates Airlines etc. in and around airport.

The airport serves as the primary civilian aviation hub for the National Capital Region of India. It was previously operated by the Indian Air Force until its management was transferred to the Airport Authority of India. In May 2006, the management of the airport was passed over to Delhi International Airport Limited (DIAL), a joint venture led by the GMR Group, which also has the responsibility for the airport's ongoing expansion and modernisation. This is the most prestigious project that one can associate with.....

So it is very correct to sum up with---WHAT EVER BE THE INFRASTRUCTURE WE AT A2Z INFRASERVICES TAKE UPMOST CARE FOR PEOPLE TO FEEL INSPIRED 24 x 7 x 365.

PROJECT NEWS STATUS AND ACHIEVEMENTS

Some images of Indira Gandhi International Airport (T3), it will be our incessant endeavour to maintain cleanliness in the airport and render a hygienic environment to all commuters



OUR SOCIAL APPROACH

Let the pictures speak about the upliftment in our CSR activities:



In Kanpur an eye camp was organized by our company for the public at large. This eye camp was led by the experienced doctors of J.L. Rohtagi Hospital. The main focus of the eye camp was on cataract patients.

A school rally was organized in which more than 15 schools participated. The children were asked to make placards to raise their voice to keep the city clean and green. Student with the best placard was then awarded with a prize and a participation certificate.



We ensure good health of our helpers who play a very important role in this whole project. A health camp was organized for the team in which many renowned doctors shared their viewpoints about hygiene.

Now, the CSR team has made the community a part of our endeavour. Cadets of NCC seen here walking through the city to bring awareness amongst people in keeping their city clean and green by supporting A2Z.



HOW DO YOU KNOW IF A HOT NEW TECHNOLOGY WILL SUCCEED OR NOT?



Ms. Charu Naina
Sr. Manager H.R



In this new paperback edition of the classic bestseller, you'll be taken on a hilarious, fast-paced ride through the history of ideas. Author Scott Berkun will show you how to transcend the false stories that many business experts, scientists and much of pop culture foolishly use to guide their thinking about how ideas change the world. With four new chapters on putting the ideas in the book to work, updated references and over 50 corrections and improvements, now is the time to get past the myths and change the world.

By taking some of the great past and present innovations off the divine pedestal they have been put on, Scott Berkun illustrates what innovating is really about in his Myths of Innovation. Although the subject sounds negative, this classic by Scott Berkun is strangely empowering, inspires everyone to be innovative and does all this in the extremely pleasant, entertaining and easy to read style we're used to from Berkun. Highly recommended!

By stripping innovations from these inaccurate perfect perceptions and showing the other forces that drive innovation (hard work, curiosity, motivation, failure, earlier innovations, etc.), this book gives you the exhilarating feeling that it could actually be worthwhile exploring your own ideas. The book also makes you aware of the "filters" that you put on your own (and others') crazy ideas, encouraging you to open your mind more, and taking away the fear of having ideas in the first place. And without analyzing innovations to death or claiming that there is a magical formula for innovating, you get some handy tips on how to successfully convert these ideas into real products: creative thinking hacks, motivational techniques, pitching, management, etc.

About the Author

Scott was a manager at Microsoft from 1994-2003. He worked on the Internet Explorer team at Microsoft from 1994-1999 on projects including v1-5 (not 6) of Internet Explorer, and left the company in 2003 with the goal of writing enough books to fill a shelf. The Myths of Innovation is his second book. He is the author of four bestselling books, Making Things Happen, The Myths of Innovation, The Art of Project Management, and Confessions of a Public Speaker. His work has appeared in The New York Times, Forbes magazine, The Economist, The Washington Post, Wired magazine, National Public Radio and other media. He regularly contributes to Harvard Business Review and Bloomberg Business week.

He makes a living writing, teaching and speaking. He has taught creative thinking at the University of Washington, and has appeared as an innovation and management expert on MSNBC and on CNBC. He runs the sacred places architecture tour at NYC's GEL conference, and writes about innovation, design and management at <http://www.scottberkun.com>.

Adapted for Horizons by Charu Naina, Sr. Manager-HR
(Source <http://www.scottberkun.com/books/the-myths-of-innovation/>)



By Mr. Nitin Sharma
(Sr. Executive – Business Development,
A2Z Group)

As I sat down to write this Edition's Management Quotient, I wanted to produce something that is exciting and something that is not complicated. So I asked for a coffee from the pantry in the ground floor and expected it to invigorate me, so that my creative juices come out from a certain corner of my brain. But did it work? Let's find out.

Something exciting always engulfs the words, Management or Leadership. Are they different? They most often look to be the same. But they also seem to be bookish and complicated. So let me not go nuts over them but still understand the difference between the two. So, let's Google them and find the answers. The results are as under:

I searched for definitions and got these results:

Leadership has been described as the "process of social influence in which one person can enlist the aid and support of others in the accomplishment of a common task".

Management in all business and organizational activities is the "act of getting people together to accomplish desired goals and objectives using available resources efficiently and effectively".

They seemed pretty much the same and confusing for which I kept googling. Then another page said 'Over the years the philosophical terminology of "management" and "leadership", in the organizational context, have been used both as synonyms and with clear differentiated meanings.

Another page said 'Managing and leading are two different ways of organizing people. The manager uses a formal, rational method whilst the leader uses passion and stirs emotions.'

I noted some difference but then I needed to understand it clearly. I looked for some quotes from well known personalities and management thinkers and I got these good ones:

'The task of the leader is to get his people from where they are to where they have not been.'
By Henry A. Kissinger.

Management is responsibility for the performance of a group of people. It's a simple idea, yet putting it into practice is difficult, because management is defined by responsibility but done by exerting influence. To influence others you must make a difference not only in what they do but also in the thoughts and feelings that drive their actions. By Linda A. Hill and Kent Lineback (Harvard Business Review).

Then somewhere I got this:

"Leadership and management are two distinctive and complementary systems of action. Each has its own function and characteristic activities. Both are necessary for success in an increasingly complex and volatile business environment...strong leadership with weak management is no better, and is sometimes actually worse, than the reverse. The real challenge is to combine strong leadership and strong management and use each to balance the other." — John Kotter, Management/Leadership Author and Professor of Organizational Behavior, Harvard Business School.

That makes it clear but more light was thrown on the same idea by the following:
In a nutshell, the difference between leadership and management is:
Leadership is setting a new direction or vision for a group that they follow, that is, a leader is the spearhead for that new direction.

Management controls or directs people/resources in a group according to principles or values that have already been established.

Leadership without Management

.....sets a direction or vision that others follow, without considering too much how the new direction is going to be achieved. Other people then have to work hard in the trail that is left behind, picking up the pieces and making it work.

Management without Leadership

.....controls resources to maintain the status quo or ensure things happen according to already-established plans. For example, a referee manages a sports game, but does not usually provide "leadership" because there is no new change, no new direction - the referee is controlling resources to ensure that the laws of the game are followed and status quo is maintained.

Leadership combined with Management

...does both - it both sets a new direction and manages the resources to achieve it. For example, a newly elected president or prime minister.

Leadership and Management Summary

Leadership is about setting a new direction for a group; management is about directing and controlling according to established principles.

My creative juices are limited to the space provided, but not yours. I will anxiously wait for your comments and arguments and views on this topic.
Write to me at nitin.sharma@a2zemail.com

THE FUN SECTION

Innovation distinguishes between a leader and a follower.

-Steve Jobs (He is an American business magnate and inventor. He is the co-founder and chief executive officer of Apple Inc.)

Word of the Month:

in•vig•or•ate

tr.v. in•vig•or•at•ed, in•vig•or•at•ing, in•vig•or•ates

To impart vigor, strength, or vitality to; animate.

Use in a sentence: "the invigorating mountain air" and "the bright sun and invigorating northern air".

Synonyms:

Refreshing, stimulating, bracing, fresh, tonic, uplifting, exhilarating, rejuvenating, energizing, healthful, restorative, salubrious and rejuvenative.

TRUTHFULNESS...



BOSS

If you're going to work here young man, "the number two thing you must learn is that we are very keen on cleanliness in this firm."

Did you wipe your feet on the mat as you came in?"



INTERVIEWEE

"Oh, yes, sir."



BOSS

"And another thing the number one thing we are very keen on is truthfulness".

There is no mat in our office.



INTERVIEWEE