

in_cr_ove Newsletter

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'Any activity becomes creative when the doer cares about doing it right, or better'

- John Updike

Latest From in_cr_ove:

A message in a story never fails to leave its impression on the minds of the listeners while it also has a high recall value. This is the reason for the huge popularity of fables in the west, panchtantra in the Indian sub-continent and of-course tales that grandmother told us when she had to get her point across.

We at **in_cr_ove** acknowledge this magnificent power of stories used throughout generations by teachers, saints and men of wisdom to spread their word. We are pleased to announce that we have upgraded our existing modules to gainfully draw from the ancient art of storytelling to increase the impact and recall of the audience.

Latest Module

One Step forward

A little bit more than what we usually do, makes a huge difference to our lives.

When we grow, our organisation & society grows with us.

This is a bi-lingual (English/Hindi) motivational and behavioural programme that focus on developing people as better human beings & better professionals

Mystery Shopping

By Sanjeev K Dhawan

What

Mystery Shopping is a technique that involves looking at your business from the outside and measures the efficiency of your own key process(s) from the customers' viewpoint.

When

Mystery Shopping is an important method to measure customer satisfaction. Mystery Shopping is often used during bench marking exercises or as part of an improvement programme.

How

An organization first develops an understanding of its own key processes and behaviours and then deliberately makes a comparison with the competition. Alternatively, a company can compare the performance of its own staff.

Why

Many employee reward schemes are based on subjective measures rather than on any objective measure. Mystery shopping bestows an understood measure and gives credibility to such schemes. Used externally, mystery shopping gives a first-hand measure to compare competitors' performance with your performance. Sales/service training becomes effective when mystery shopping data is used to identify process elements that need improvement.

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Telling Tales

Storytelling can be a powerful way to convey corporate values and motivate employees

By Evelyn Clark

Source : The Times of India, June 29, 2007

If you like to become a better leader, what better way than to emulate the CEOs of FedEx, Nike, Costco Wholesale, and other top business leaders? Recognised as among the best executives in the corporate world, they know that communication is one of their most important responsibilities — and they use a tool that's been called the most effective in a leader's toolkit. That tool is storytelling. Costco's co-founder and CEO Jim Sinegal is an example of a corporate leader who naturally uses storytelling and concurs that it is a powerful leadership tool. He says: "All you can do is relate the successful experiences you've had within the company. What else have we got besides stories? That's what really hits home with people; it's what brings meaning to the work we do. And when you have real examples, like our success in selling Calvin Klein jeans, that's what resonates. A picture is worth a thousand words, and a story told appropriately is priceless. Telling one of our own stories speaks volumes about our philosophy and our values."

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Modified stick for the visually challenged

Sanket V. Chitagopakar (17) and Prashant V. Harshangi (17) are from Gulbarga, Karnataka. One day Sanket happened to observe that a blind man who was walking by with a stick fell in a puddle. The next day Sanket discussed this incident with his friend Prashant and they conceived the idea for the stick. Under the guidance of their teacher Mr. R. Hemant, they contacted Prof. Y.N. Ravindra who gave them a brief idea of the circuit and they started the project. Both relate that they faced a number of technical problems while developing the innovation. The main hitches were in fixing the circuit onto the stick and fixing the IR sensors and IR LEDs. These multiplexer sticks are used to sense obstacles in different directions simultaneously. This means, the blind person might receive different signals on obstacles in different directions around him through the headphone. The moisture sensing electrodes sense the moist soil or stagnant water. This can be especially helpful during the rainy season. It also contains micro-switches, to detect manholes. An anti-theft alarm is also incorporated to warn the user if the stick is being stolen. It is known that in most of the visually challenged, the other sense organs are highly developed. That's why the creators think the stick will effectively serve the purpose. Blind people totalling over 1.5 million have difficulty in travelling and successfully sensing obstacles, manholes and puddles of stagnant water. The devise that will costs around Rs 800 will be the solution.

Darkness at noon in the countryside

Source: The Economic Times
By Urmi Goswami

In India, funny things pile on. Power abundance and deprivation go together. Electricity-surplus states are unable to light up their villages as they sell all they have. It's a funny thing about power. Surplus states exist only because they are unable to use it. These states aren't industry's natural choice, neither are their villages electrified. In India, it is the less industrialised states in the east that have surplus power. It is this surplus power that is bought by the more industrialised northern and western states to tide over peak shortages.

States like Orissa, which sell power to deficit states, are the worst performers when it comes to rural electrification. In Orissa, 80% of the villages continue to be unelectrified, in West Bengal another state with surplus power, nearly 80% of the villages remain unelectrified.

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