

in_crove Newsletter

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'The best way to predict the future is to invent it'

— Alan Kay

Latest from in_crove

in_crove would like to begin the new Financial Year 2007-2008 by expressing gratitude to all existing client organisations for their continued co-operation and association. In the coming year we look forward to further strengthening our existing ties and welcoming new clients. We appreciate the support provided by clients to understand their training needs that help us offer customized and better-fit solutions – leading to enhanced mutual satisfaction.

Milestones for the financial year 2006-2007

- in_crove posts its new customer friendly website www.incrove.com
- in_crove offers its training and consulting services to 27 satisfied clients
- in_crove conducts its first Open House Workshop as an independent initiative on the February 24, 2007
- in_crove newsletter circulation has crossed the 1000 mark as on March 4, 2007
- in_crove has developed 72 training modules as on March 31, 2007

Latest Module:

Safety Health & Environment:

Capacity to work at peak productivity is a key contributor to an organisation's competitiveness. Both employees and employers need to be sensitive to these issues. Safety & health issues at workplace are also tremendous opportunities to improve productivity. Identifying and improving these has positive bearing on workplace morale. This workshop is aimed at providing an overview to Environment, Health & Safety issues at workplace and sensitizing the participants to moving towards a safer and eco-friendly work environment.

SuperFlex can change look of the future

Futurists' might need to reappraise their forecasts for the look of the future if the promise of a new electroactive polymer materials with remarkable properties reaches full commercialisation. Start-up Crosslink has developed a material with an array of real-world applications that could profoundly influence how our living environments, possessions and clothes look as it effectively offers almost any object the ability to become a light source. SuperFlex is a lightweight, crushable, durable electroluminescent (EL) lighting technology based on polythiophene, an inherently conductive polymer known as PEDOT. It can be formulated to emit light in both the visible and near-infrared (NIR) spectrums and can withstand being twisted, punctured, torn or scrunched-up (bottom images) without losing its ability to light up. Commercialisation of the technology will be in the form of easily-transportable softwall shelters for the military with the lighting system semi-permanently attached to the inside of the shelter. Textiles, composites, plastics and metals can all be coated with SuperFlex, signalling a step-change approach to how we use light sources. The technology is applicable in myriad ways - from merchandising displays to packaging, walls, drapes, any part of a structure, clothes that light up at night for safety or decorative purposes ad infinitum. Then there are some compelling military applications, such as a foldable map that emits its own infrared light so it can be read in complete darkness using night vision goggles.

Awake, Arise and Stop Not till the Goal is Reached

By: N Shivapriya & Ritwik Donde

Source: The Economic Times, 23rd March, 2007

Taking the business to the next level is always a tough decision for an entrepreneur. Starting up takes a look at the process & the pitfalls of scaling up

It is a bitter-sweet moment for an entrepreneur when he realises that he needs to scale up. For while he can feel proud that the business is ready to take off, there is tremendous anxiety about the accompanying change. The burgeoning customer base can no longer be serviced without bringing in new unfamiliar hands. Failure to scale up would most likely otherwise lead to compromising quality. Systems need to be put in place to combat the chaos that reigns as the business begins to burst out of the confines of the basement or a garage where it all began. Scaling up is in some ways the second moment of truth for the entrepreneur, the first being when he decided to put his money where his mouth is.

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Washing Cum Exercise Machine

Remya Jose hails from Kizhattoor Panchayat in Malappuram district, Kerala. Remya's mother fell ill during her 10th standard exams and her father was undergoing cancer treatment. She had to change three buses while going to and coming from school and spend about two hours each way. As there was no washing machine at home, the chore of doing the laundry fell to her and her twin sister. So instead of just wishing futilely for a washing machine, she decided to try her hand at making one during the vacations. She had watched the functioning of an electric washing machine and thought of substituting the electrical power with mechanical power. Her model consists of an aluminium cabin in which there is a horizontal cylinder made of iron net wire. The cylinder is connected to a pedalling system which consists of a cycle chain, pedals and a seat. In appearance it looks like an exercise cycle - usually seen in a gymnasium - which is connected to a cabin. Clothes are put in the cylinder, the cabin is filled with water to the level of the clothes, washing powder is added and left to soak for at least 10 minutes. Then pedal for three to four minutes. The cylinder rotates at a very high speed with the clothes inside, cleaning them thoroughly. Soap water drains out, the barrel is refilled and the process repeated. By pedalling, the washed clothes are centrifuged and become about 80% dry. By attaching a cycle-like device to it, it can be used as an exercise machine thereby serving the twin purposes of keeping fit as well as doing the laundry. It is quite cheap as costs would be limited to about Rs.2000. An added bonus- it is portable. So the innovation is highly practical for use in the rural areas and stays within the budget of the common man

Throwing the Farmer to the Wolves

Source: The Economic Times, March 23, 2007

Improving the earning capacity of the farmer would require a comprehensive policy that cuts across agriculture, education and health. Such a comprehensive policy is at present missing, says M Rajivlochan.

ALL the talk about private participation in the farm sector seems like an elaborate conundrum. After all, farming in India is perhaps the most individualistic and private of all enterprises anywhere in the world. What else would you call over 127 million farmers labouring away on their homesteads in the most adverse conditions, taking the vagaries of the monsoon and an uncaring government in their stride, working against an increasingly indifferent public to whom it matters little whether their wheat is imported or home-grown and public opinion which consistently talks of wasteful farm subsidies, free power and water? How much of all this supposed largesse actually reaches the farmer is an open question, so much so that farmers in many states have asserted in recent times that they will pay gladly for their electricity if only it is supplied to them in the first place.

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