

**IEEE India Bulletin Vol. 14 No. 4 April 2004****INDEX****Features**

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**CHAIRMAN'S MESSAGE**

Dear fellow members,

Thank you all for re-electing the India Council executive committee of 2003 to continue for 2004 also, as is customary in the last several years. The IC Execom team pledges to put-in its best efforts to ensure that IEEE is taken to greater heights in India. We need the support of all sections and members in India to make this happen and we are sure of getting it.

Once again the IC requests suggestions/proposals from members which would help the growth of IEEE and to reach more value to its members.

During the year 2003, worldwide in all the 10 Regions, 82 Student Branches were formed. Of this, 36 Branches(44%) were formed in our Region. 30 of these are from India and of this, Bombay Section accounted for 15 branches of which 10 are in Pune sub-section. India accounted for 18.3% of worldwide growth of Student Branches in the year 2003. With this we have a total of 228 Student Branches and the break up is "Bangalore-24; Bombay-57; Calcutta-6; Delhi-15; Gujarat-3; Hyd-22; Kerala-11; Kharagpur-1; Madras- 83; UP-6 ". This is a very good achievement and congrats and thanks to all those who made it happen.

H Kalyanasundaram, veteran member, is in the process of developing an authentic database of all the 228 Student Branches in India, for which he is soliciting the help of Section Chairs and SACs. This is necessary to ensure proper administration and reporting of SBs to IEEE HQ resulting in healthy branches with regular rebates from HQ.

The first Reg. 10 meeting of all Section Chairs for 2004 is scheduled for April 16 & 17 in Australia. The India Council Execom will meet during this time in order to plan the strategies for the rest of the year. Couple of issues are very important - financial support to India Council from each Section In India and sharing of the one time life membership fee of Engineering Council of India.

The "INDICON" - the annual conference of IEEE in India for 2004 will be held in Kharagpur during Dec 2004. Proposals are invited from Sections to hold the INDICON 2005.

The IEEE Board of Directors is submitting a set of revisions as one amendment to the IEEE Constitution. The amendment will be adopted if it receives at least two-thirds of all the votes cast, provided at least 10 percent of the total number of eligible voting members vote. For details visit the IEEE web site

How can we be more effective professionals in our areas of work and how could IEEE be used as a medium to share knowledge that would help all of us discharge our duties to the Society at large? Let's ponder what we, the proud members of The IEEE (Eye-triple-E), a non-profit, technical, professional association of more than 360,000 members in approx. 175 countries, can contribute.

Looking forward to your active participation in IEEE,

With best regards,

R. Muralidharan, Chair - IEEE India Council

[r.muralidharan@ieee.org](mailto:r.muralidharan@ieee.org)

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**EDITOR'S DESK**


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◆A speaker must stand on one leg while addressing the audience.

As soon as his second foot touches the ground, he must stop ◆

*Rule of an ancient African tribe*

In the corporate world today, the ruling mantra is survival of the fastest. Necessarily, a key ingredient for expeditious working is the ability to put across one's views / points with telegraphic brevity. Some of the definitions of brevity include, the quality of using few words when speaking or writing, economy of expression, conciseness, shortness etc. Even though practicing brevity may appear easy *prima facie*, in reality it is just the opposite.

Woodrow Wilson said this: If I am to speak ten minutes, I need a week for preparation; if fifteen minutes, three days; if half an hour, two days; if an hour, I am ready now. In other words, being brief in writing or speaking is really tough, requiring exceptional skill, nurtured over time.

In this Internet era, the problem with long speeches and writings becomes more acute, and with so little time at hand and with so much to learn amidst the audio-visual distractions, brevity attracts attention. Today, those who have mastered the art of brevity would be generally welcome in forums where time is at premium. A speech should be so short that when it's over you can still remember the beginning. Gandhiji is known as an ardent practitioner of brevity. His letters are said to be less in verbose and to the point with minimum, but apt words. Let us conclude with some more observations:

The Ten Commandments contain 297 words. The shortest inaugural address was George Washington's - just 135 words. The Lord's prayer has only 67. The story of creation in the Bible uses only 200 words. Lincoln's Gettysburg Address contains 271 words !

◆*The most valuable of all talents is that of never using two words when one will do.* ◆

*-Thomas Jefferson*

Trivandrum

1 April'04

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**IEEE NEWS & EVENTS**

### SENIOR MEMBERS

Dear All,

The India Council congratulates the following nine distinguished IEEE members who have been newly elected as Senior Members in Feb 2004

Pune Subsection	Hemant K. Abhyankar	<i>Bombay Section</i>
Pune Subsection	Yogesh H. Dandawate	<i>Bombay Section</i>
Pune Subsection	Dattatary J. Doke	<i>Bombay Section</i>
Pune Subsection	Mandar J. Khurjekar	<i>Bombay Section</i>
Pune Subsection	Shyamkant A. Kulkarni	<i>Bombay Section</i>
Pune Subsection	Marathe A. Shashishekar	<i>Bombay Section</i>
Pune Subsection	Anil S. Tavildar	<i>Bombay Section</i>
Bangalore	Vinod K. Agrawal	<i>Bangalore Section</i>
Calcutta	Dipti P. Mukherjee	

With best wishes,

R. Muralidharan, Chair - IEEE India Council

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## POWER SYSTEMS CONFERENCE AND EXPOSITION (PSCE 04)

The IEEE Power Engineering Society's 2004 Power Systems Conference and Exposition (PSCE 04) will be held at the Grand Hyatt Hotel in New York, New York from 10 - 13 October 2004. This inaugural power systems event will bring together practicing power systems engineers, operators, planners, policy makers, economists, academics, and others from around the world to address topics under the event theme **New Solutions for New Challenges**.

### Aim of This Event

This conference and exposition will provide a venue to share and discuss various issues and developments in the multifaceted field of electrical power systems. This event will kick off with a timely and valuable plenary session on the subject **Balancing the Needs of Competitive Markets with Confidentiality and System Security** and will look back and address the lessons learned in the year following the August 14, 2003 North American blackout. The conference will comprise an outstanding combination of technical sessions, panel sessions, and tutorials focusing on the following tracks:

- Track 1: Planning and Operation
- Track 2: Markets, Policies, and Economics
- Track 3: Dynamic Performance of Power Systems
- Track 4: Real-Time Applications
- Educational Track: Understanding Power Systems

### Manuscript Submission

Complete manuscripts prepared in accordance with the conference call for papers should be submitted electronically via the special web site that has been established for PSCE submissions. The site will open 10 February 2004. Access the site through the PES home page at <http://www.ieee.org/power>; the site will be closed after that date. Paper submissions are due by April 12, 2004. Please check the PES website and the PES Author's Kit for manuscript formatting and preparation instructions and more information about submissions.

### For More Information

Visit the PSCE 04 web site through the PES website at <http://www.ieee.org/power>. You may send your contact information to [mailinglist@pscexpo.com](mailto:mailinglist@pscexpo.com) to be added to the PSCE mailing list.

## MEMBERSHIP GROWTH AWARD

IEEE RAB Section Membership Growth Award goes to BOMBAY Section for the second time in 2003. The Bombay section got this award first time in 1998.

Congrats to the volunteers of Bombay section !

R. Muralidharan

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## Message from IEEE's VP for RA

On 13 February 2004, the IEEE Regional Activities Board (RAB) recognized the IEEE Bombay Section as a recipient of the 2003 RAB Section Membership Growth Award for their success for Outstanding Leadership and Results in IEEE Membership Development Activities for Region 10.

Each year a Section in each Region is recognized as having achieved the highest rate of growth. The greatest level of growth is based on a composite rating, considering the highest percentage of increase in membership and highest increase in new elections relative to other Sections in good standing within each Region. Each recipient shall receive a certificate.

We will be contacting Jung Seo, 2004 Region 10 Director, to coordinate an appropriate event to present the award to you. In the past, RAB award presentations have occurred at Section/Region meetings or similar local events. We will contact you after consultation with Director Seo.

On behalf of the entire IEEE Regional Activities Board, please convey our congratulations to the IEEE Bombay Section for having achieved this honor.

Sincerely,

Marc T. Apter  
Chair, IEEE Regional Activities Board  
Vice President, IEEE Regional Activities

## AWARDS

Prof. B.B.Chaudhari, Fellow of IEEE and Head of Computer Vision & Pattern Recognition Unit, Indian Statistical Institute, Kolkata has been selected for two prestigious awards:

- Jawaharlal Nehru Fellowship for a period of two years to pursue research on ♦ An integral approach for optical character recognition of compositional-syllabic Indian scripts♦. The award is from Jawaharlal Nehru Memorial Fund, New Delhi
- Homi Bhabha Award: Applied Sciences from University Grants Commission

*Congratulations, Prof. Chaudhari.*

### Technology in brief

WiMAX - IEEE 802.16 ♦ A wireless technology to give new teeth to fixed-line operators

Just when mobile operators are finally getting their costly third generation (3G) networks up and running, a new wireless technology pushed by the computer industry is about to mess things up. WiMAX (World-wide Interoperability for Microwave Access), an industry standard IEEE 802.16, gives fixed-line telecom carriers a weapon to hit back at the mobile rivals who have long been eating into their voice revenues. WiMAX, backed by formidable players Intel and Nokia, offers lightning fast wireless data communications over distances as far as 50 km.

Compare that with the first 3G networks which, although much faster than today's mobile phone networks, are 30 times slower than WiMAX, and one 3G radio mast covers an area 10 times smaller than WiMAX.

But mobile phone companies have shelled out 100 billion euros for radio frequency licences to run 3G networks and are currently spending tens of on the networks. WiMAX radio spectrum can be free, and carriers need fewer base stations to cover a large geographical area.

Operators who do not yet have a mobile network, can start one at low cost, using their fully amortised fixed-line networks to connect the wireless traffic to the Internet, and start grabbing back revenues that have leaked away to mobile rivals.

WiMAX is designed for data only, instead of voice and data, but this is becoming less relevant now that operators and telecom makers are keen to move voice calls completely on to the Internet, using the Voice over Internet Protocol (VoIP) technology, in an attempt to simplify to one IP network and dramatically cut costs.

Merrill Lynch estimates that 80% of all calls are made from within buildings or campuses, where WiMAX and its close range sibling Wi-Fi work best. It points to Britain's Dartmouth College where students are offered free local and national calls by using the Wi-Fi Internet there.

France Telecom has recognised that it will have to run a plethora of different networks, including 3G, Wi-Fi and other emerging wireless networks. In order to cater to such customers, Motorola is planning to give operators integrated radio access networks that can handle 3G, Wi-Fi, WiMAX and possible future wireless versions. It believes WiMAX will first emerge in the US, and later in Asia and Europe. ♦It is a marvellous opportunity for fixed-line operators. One has to assume that WiMAX is a disruptive technology♦ according to Mr Adrian of Motorola's wireless infrastructure division. WiMAX is expected to be a reality for many consumers in 3 to 4 years.

### Forging Bank Notes - A Swiss Remedy

Today's high resolution image scanners and colour printers are making it easier to create realistic forgeries of bank notes, cheques or share certificates. Now Swiss company Kbagiori has filed a patent application on a simple way to make fakes easier to spot. Instead of printing two unrelated serial numbers on each bank note, the second number is calculated from the first using a secret cipher. So unless would-be forgers obtain the cipher, they will not be able to work out what the second number should be, and any fakes will have pairs of numbers that don't tally. For added security, the second number could be printed in an ink that can only be seen under UV light.

## HARVARD'S LOSS AND BIRTH OF STANFORD

*The price to pay for misjudgement can sometimes be pretty heavy !*

The President of Harvard School made a mistake by prejudging people and it cost him dearly...

How?

A lady in a faded gingham dress and her husband, dressed in a homespun threadbare suit, stepped off the train in Boston, and walked timidly without an appointment into the president's outer office. The secretary could tell in a moment that such backwoods, country hicks had no business at Harvard and probably didn't even deserve to be in Cambridge. She frowned. "We want to see the president," the man said softly. "He'll be busy all day," the secretary snapped. "We'll wait," the lady replied.

For hours, the secretary ignored them, hoping that the couple would finally become discouraged and go away. They didn't. And the secretary grew frustrated and finally decided to disturb the president, even though it was a chore she always regretted to do.

"Maybe if they just see you for a few minutes, they'll leave," she told him. And he sighed in exasperation and nodded. Someone of his importance obviously didn't have the time to spend with them, but he detested gingham dresses and homespun suits cluttering up his outer office.

The President, stern-faced with dignity, strutted toward the couple. The lady told him, "We had a son that attended Harvard for one year. He loved Harvard. He was happy here. But about a year ago, he was accidentally killed. And my husband and I would like to erect a memorial to him, somewhere on campus." The president wasn't touched he was shocked. "Madam," he said gruffly, "We can't put up a statue for every person who attended Harvard and died. If we did, this place would look like a cemetery." "Oh, no," the lady explained quickly, "We don't want to erect a statue.

"We thought we would like to give a building to Harvard." The president rolled his eyes. He glanced at the gingham dress and homespun suit, then exclaimed, "A building! Do you have any earthly idea how much a building costs? We have over seven and a half million dollars in the physical plant at Harvard." For a moment the lady was silent. The president was pleased. He could get rid of them now.

And the lady turned to her husband and said quietly, "Is that all it costs to start a University? Why don't we just start our own?" Her husband nodded. The president's face wilted in confusion and bewilderment.

And Mr. and Mrs. Leland Stanford walked away, travelling to Palo Alto, California where they established the university that bears their names Stanford University, a memorial to a son that Harvard no longer cared about.

Sometimes that's the price misjudgement can make us pay. Surely food for thought!

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### Library Scan

#### **Empires of the Mind: Lessons to Lead and Succeed in a Knowledge-based World**

Book by: Denis Waitely

Published by: Nicholas Brealey Publishing UK

Research Press, New Delhi (Indian distributor)

Rs 225

Denis Waitley uncovers the key foundations of authentic self-leadership and delivers career-enhancing strategies on how to thrive on risk and adversity, inspire yourself and others to maximum performance, become more powerful by sharing power, and much more. Some highlights:

- Use your six senses. Wherever you are, appreciate the power of your senses
- Be more curious and aware about everything in your environment, taking in as many insights, sounds, smells, textures, and tastes as you can.
- Form mental images. When you are listening to someone talk in business and social situations, try to form a mental image of the situation being described.
- Allow the words to form images, feelings, and sensations
- Become a better speaker; use words rich in visual imagery; explain events and plans in more descriptive detail
- If you do, you will enjoy a side benefit of becoming a better conversationalist and better public speaker

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#### **Delighting Your Customers Keep your customers coming back, time and time again**

Book by: Susan Nash & Derek Nash

Published by: How To Books, UK

As business enters the 21<sup>st</sup> century, customer service remains a fundamental factor for business success and profitability. A research conducted by the White House Office of Consumer Affairs has the following findings about why customers leave:

- □ □ The biggest single reason why businesses lose customers ♦ Indifference of one employee (68%)
- □ Other reasons customers choose to take their business elsewhere:
  - - Dissatisfaction with the product ♦ 14 %
  - - New Competition ♦ 9 %
  - - Word of mouth ♦ 5 %

Starting with defining customer service in some depth, the authors describe a comprehensive approach to improving it, by providing information, skills and techniques to raise the competency in specific areas needing help.

The outcome of implementing these ideas can be creating situations where one would be able to delight the customer: to provide a service that far exceeds the customers ♦ expectations. These situations become the stories that act as free PR and build a company ♦s reputation.

♦ Some people have a knack of putting upon you gifts of no real value, to engage you to substantial gratitude. We thank them for nothing ♦

-Charles Lamb

It is every man ♦s obligation to put back into the world at least the equivalent of what he takes out of it ♦

♦ Albert Einstein

*"We, the members of the IEEE ♦ do hereby ♦ agree to be honest and realistic in stating claims or estimates based on available data" - IEEE Code of Ethics*

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