



The Institution of Engineers (India)

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*"48 Years of Relentless Journey towards
Engineering Advancement for Nation-building"*

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Er. A. S. Satish. FIE
Chairman

Er. T. Ananthapadmanabha. FIE
Honorary Secretary and Editor

Discussion on : **Thursday, 12th January 2012**
Community Based Solid Waste Management- Role of CVTC
Members and Sanitary Health Inspectors



ವಿಧಾನಪರಿಷತ್ ಮಾಜಿ ಸದಸ್ಯ ಡಿ.ಮಾದೇಗೌಡರನ್ನು ಅಭಿನಂದಿಸುತ್ತಿರುವುದು

ನಗರದಲ್ಲಿ ಘನತ್ಯಾಜ್ಯ ವಸ್ತು ನಿರ್ವಹಣೆ ವಿಚಾರದಲ್ಲಿ ಜನಪ್ರತಿನಿಧಿಗಳು ಹಾಗೂ ಅಧಿಕಾರಿಗಳು ಆಸಕ್ತಿ ವಹಿಸಬೇಕು ಎಂದು ವಿಧಾನಪರಿಷತ್ ಮಾಜಿ ಸದಸ್ಯ ಡಿ.ಮಾದೇಗೌಡ ಕರೆ ನೀಡಿದರು. ಘನತ್ಯಾಜ್ಯ ನಿರ್ವಹಣೆ ವಿಚಾರದಲ್ಲಿ ಸಾರ್ವಜನಿಕರಿಗೆ ಇರುವಷ್ಟು ಕಾಳಜಿ ಅಧಿಕಾರ ಸೂತ್ರ ಹಿಡಿದ ಜನರಲ್ಲಿಯೂ ಮೂಡಬೇಕಾಗಿದೆ. ಮೈಸೂರು ನಗರದಲ್ಲಿ ಹಿಂದಿನಿಂದ ಘನತ್ಯಾಜ್ಯ ವಸ್ತು ನಿರ್ವಹಣೆ ಕಾರ್ಯ ನಡೆದು ಬಂದಿರುವುದರಿಂದ ನಗರಕ್ಕೆ ಬಹುಮಾನ ಬಂದಿರುತ್ತದೆ. ಮೈಸೂರಿನಲ್ಲಿ ನಾಗರಿಕ ಪ್ರಜ್ಞೆ ಇದೆ, ಯೋಜನಾಬದ್ಧವಾಗಿ ಮೈಸೂರನ್ನು ರೂಪಿಸಲು ಸಾರ್ವಜನಿಕರ ಕಾಳಜಿ ಇದೆ ಸಾರ್ವಜನಿಕರ ಸಹಭಾಗಿತ್ವ ಪಡೆದು ಕಸ ನಿರ್ವಹಣೆ ಮಾಡಬೇಕಾಗಿದೆ ಎಂದರು. ಘನತ್ಯಾಜ್ಯ ನಿರ್ವಹಣೆಗಾಗಿಯೇ ನರ್ಮಾ ಯೋಜನೆಯಡಿ ಸುಮಾರು 38 ಕೋಟಿ ಅನುದಾನ ಇದೆ. ಅಧಿಕಾರ ಸೂತ್ರ ಹಿಡಿದಿರುವ ಜನಪ್ರತಿನಿಧಿಗಳು ಹಾಗೂ ಅಧಿಕಾರಿಗಳು ಇದನ್ನು ವ್ಯವಸ್ಥಿತವಾಗಿ ಜಾರಿಗೆ ತರಬೇಕಿದೆ. ವಾರ್ಡ್ 28 ರಲ್ಲಿ ಘನತ್ಯಾಜ್ಯ ವಸ್ತು ನಿರ್ವಹಣೆ ಮಾಡಲಾಗುತ್ತಿದ್ದು, ತಿಂಗಳಿಗೆ ಸುಮಾರು 1.25 ಲಕ್ಷ ವೆಚ್ಚವಾಗುತ್ತಿದೆ. ಆದರೆ ಇತರ ವಾರ್ಡ್‌ಗಳಲ್ಲಿ ಕಸ ನಿರ್ವಹಣೆಗಾಗಿ 4 ರಿಂದ 5 ಲಕ್ಷ ವೆಚ್ಚ ಮಾಡಲಾಗುತ್ತಿದ್ದು ಇದು ಗಮನಿಸಬೇಕಾದ ವಿಷಯವಾಗಿದೆ. ಎ.ಟಿ.ಐ ಸಿಸ್ಟಂ ಅನಲಿಸ್ಟ್ ಪಿ.ನಾಗೇಂದ್ರ ಹಾಗೂ ಪರಿಸರ ವಿಜ್ಞಾನಿ ಪ್ರೊ.ವಿ.ಜಗನ್ನಾಥ ಅವರು ಘನತ್ಯಾಜ್ಯ ನಿರ್ವಹಣೆಯಲ್ಲಿ ಜನರ ಪಾತ್ರದ ಬಗ್ಗೆ ಮಾತನಾಡಿದರು. ಸಂಸ್ಥೆಯ ಅಧ್ಯಕ್ಷರಾದ ಎ.ಎಸ್.ಸತೀಶ್ ಅಧ್ಯಕ್ಷತೆ ವಹಿಸಿದ್ದರು. ಗೌರವ ಕಾರ್ಯದರ್ಶಿ ಡಾ.ಟಿ.ಅನಂತಪದ್ಮನಾಭ, ಕಾರ್ಯಕ್ರಮ ಸಂಚಾಲಕ ಪಿ.ಸಂಪತ್ತು ಮತ್ತು ಮಾಜಿ ಅಧ್ಯಕ್ಷರಾದ ಸಿ.ಎನ್.ಬಾಬುರವರು ತಮ್ಮ ಅನಿಸಿಕೆಗಳನ್ನು ಹಂಚಿಕೊಂಡು ವಿಚಾರ ವಿನಿಮಯದಲ್ಲಿ ಭಾಗವಹಿಸಿದರು.

From the Chairman's Desk



Dear Member,

The programs at IEI Mysore Local Centre over the recent months has seen more activities from Multi-Disciplinary Divisions Specially on the topics of most relevance in the present context like Renewable Energy(Solar, Wind and Biofuels), Green and Sustainable Development , Solid Waste Management , Energy Conservation and depletion of Natural Resources and Climate Change, etc. We are happy to note that more and more members are participating in the discussions and giving their valuable suggestions. Further various programs organized in our Regional Languages as per the recommendations of the RLCC has served the dual purpose of reaching out to Student community and the general public. These programs has helped us in creating awareness among the public on the current burning issues facing the nation and the technology interventions needed. We wish to carry forward these activities touching every walk of life and be part of change for better tomorrow.

Looking forward to your continued co-operation

Thanking you,

With warm regards,

Er. A. S.Satish.FIE, Chairman, IEI, Mysore

Technical Lecture : **Saturday, 14th January 2012**
Repair/Rehabilitation of Deteriorated Buried Pipes without Digging /Excavation Using Advanced Materials and Techniques (FRP Composites and Robotic Technology)

By Dr.Hemanth Kumar Thippeswamy, Ph.D, PE SyDECTT USA

PROBLEM STATEMENT :

- Replace/Repair 300 feet long deteriorated sewer pipe 10 feet below a school building
- Constraints
- Building is occupied all days in a year
- Daily activities cannot be interrupted
- Available funds: \$30,000
- Job has to be completed during the weekend
- Safety of school personnel and workers is of prime importance
- Rehabilitation involves using the old pipe as part of the new pipe or new lining for support.
- The methods for lining are separated into two categories, which are nonstructural and structural. Nonstructural lining involves placing a thin coating of corrosion-resistant material on the inner surface of the pipe. The coating is applied to prevent leaks and increase the service life.
- On the other hand, structural lining improves the structural integrity of the pipe by placing a watertight structural within the existing pipe.

- For sliplining, a new, smaller pipe is inserted into the damaged, defective pipe by pushing or pulling. By doing so, an annulus, the small space between the damaged pipe and the new inserted pipe, is grouted. This method is simple and inexpensive compared to other methods, but since the pipe diameter is reduced, the flow capacity is also reduced depending on the size of the pipe.
- Close-fit pipe is one where the liner pipe is deformed temporarily to fit into the damaged pipe and then it is restored to its original size to closely fit the damaged pipe. This method is often referred to the modified sliplining. This method can be categorized as fold-and-form, deform-reform, and symmetrical reduction.
- Grout-in-place lining is where a liner with v-shaped studs on the outside of the liner serves as spacers, creating an annulus between the original pipe and the new liner. The annulus is then filled with high strength grout.
- Spray polymer lining is where a thick layer of coating is sprayed onto the inner surface of the existing pipe, creating a high-built, semi-structural liner. This method is categorized as epoxy, polyurethane, and polyurea lining.
- Chemical grouting is used on non-pressurized pipes to prevent the groundwater from entering the pipe through cracks in the pipe walls and joints. This can be used on concrete, brick, and other materials to fill cracks or voids outside the sewer wall. The benefit of this method is that it does not damage or disrupt other underground utilities.
- Robotic rehabilitation enables the use of hydraulic motors to provide spot repairs to sewer systems are not accessible to humans. They can also be used to prepare old pipes for lining, reopen closed connections, and make lateral connections.



Guest Speaker Dr.Hemanth Kumar Thippeswamy, being introduced .

Outline :

- Why pipes need to be rehabilitated □ Techniques for rehabilitation □ Cured-in-place-pipe (CIPP) lining □ Numerical Results □ A Case Study (Poe Middle School)

WHY :

- Graded D- in ASCE Report Card
 - Structurally deteriorated □ Health and safety issues
 - Lower capacity □ Increased delivery cost

First, in the 2009 ASCE report card for America's infrastructure, both drinking water and wastewater received a grade of D-. This means that both of these categories are in poor condition. An estimated 255 billion dollars of funding is required in these for

both of these categories over the next five years. Second, most of the drinking and wastewater infrastructure was built in the 1970s and 1980s. It is very important to prepare for the infrastructure rehabilitation and replacement over the next few decades as the infrastructure begins to reach the end of its design life. If these problems are ignored, the nation's water and public health are put at risk. Third, Long-term corrosion in older pipes can have reduced carrying capacity due to tuberculation. In order to make up for the reduction in carrying capacity, an increase in power and pumping is required. By doing so, the operation and maintenance costs also increase. Lastly, the water-main also weakens due to the reduction in the wall thickness. Consequently, aged pipes lead to an increase in the cost of water delivery. This is why our water and wastewater systems need to be rehabilitated or replaced.

Rehabilitation Techniques :

- Pipe linings
 - Slip lining □ □ Close-fit pipe □ Grout-in-place lining
 - Spray polymer lining □ Coating (Cement mortar or epoxy) □ Chemical grouting
- Cured-In-Place-Rehabilitation involves using the old pipe as part of the new pipe or new lining for support.
- The methods for lining are separated into two categories, which are nonstructural and structural. Nonstructural lining involves placing a thin coating of corrosion-resistant material on the inner surface of the pipe. The coating is applied to prevent leaks and increase the service life.
- On the other hand, structural lining improves the structural integrity of the pipe by placing a watertight structural within the existing pipe.
- For sliplining, a new, smaller pipe is inserted into the damaged, defective pipe by pushing or pulling. By doing so, an annulus, the small space between the damaged pipe and the new inserted pipe, is grouted. This method is simple and inexpensive compared to other methods, but since the pipe diameter is reduced, the flow capacity is also reduced depending on the size of the pipe.
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- Robotic rehabilitation enables the use of hydraulic motors to provide spot repairs to sewer systems are not accessible to humans. They can also be used to prepare old pipes for lining, reopen closed connections, and make lateral connections.
- ipe (CIPP) lining Using FRP Composites & Robotic Technology
- Cured-In-Place Pipe Lining Fiber Reinforced Polymer (FRP)
 - Glass Fiber (GFRP) □ Carbon Fiber (CFRP)
- Thermoset Resins
 - Polyester □ Vinyl ester □ □ Epoxy
- Composite Materials
- Two inherently different materials that when combined together produce a material with properties that exceed the constituent materials.
- High Strength □ □ Light Weight □ □ Non-Corrosive
- Offers Flexibility in Design and Manufacturing

Table 1.1 Mechanical Properties of Typical Fibers

Fiber	Fiber Diameter (in.)	Fiber Density (lb/in ³)		Tensile Strength (ksi)		Tensile Modulus (ksi)	
		Actual	Calcd	Actual	Calcd	Actual	Calcd
E-glass	4-11	0.132	2.54	451	342	10.5	21.5
A-glass	3-11	0.281	2.59	559	428	13.5	28.2
Aramid (Kevlar 49)	10-12	1.415	1.5	362	2.71	12.0	17.0
Carbon (T300, 1200)	12	1.78	1.44	352	3.52	15.0	17.0
Carbon (T700, 1200)	7	1.78	1.75	714	2.53	21.6	29.0
Carbon (T800, 1200)	7	1.78	1.80	282	3.00	29.0	22.0
Carbon (T900, 1200)	2	1.78	1.80	707	5.41	40.1	35.0
Carbon (T1000, 1200)	2	1.78	1.80	697	5.41	42.7	37.0
Carbon (T1100, 1200)	3-11	1.78	1.80	697	5.41	42.7	37.0
Carbon (T1200, 1200)	30-112	1.78	1.80	697	5.41	42.7	37.0
Carbon (T1300, 1200)	30-112	1.78	1.80	697	5.41	42.7	37.0

Source: American Institute of Chemical Engineers

Case Study: POE Middle School Fairfax County, Virginia
60 year old cement sewer line badly deteriorated and leaking sewage in to the ground. Roots grown in to the pipe at joints prevented tree flow of sewage.

Sewage backup caused bad smell in the building liability to the school administration.

Conventional repair/replacement by digging was not an obtain as the pipe was about 10 feet below the building.

Any repair work at the site was not supposed to interrupt regular activities.

NUMERICAL CALCULATIONS :

- Circumferential Stresses □ Internal fluid pressure □ Soil cover □ Traffic load □ Materials Considered : □ Steel, Glass FRP, Carbon FRP, Corroded Steel

NUMERICAL ANALYSIS RESULTS :

- Stresses in Glass FRP liner similar to stresses in steel pipe.
- Stresses are least in Carbon FRP liner.
- Optimal soil cover is about 5 feet for 20" diameter pipes subjected to 40 psi internal fluid pressure.

Conclusions :

- 1) New FRP Pipe within a deteriorated cement pipe (Host Pipe)
- 2) Cross Sectional area reduced slightly
- 3) Flow Characteristics improved slightly

Although it is still uncertain how well FRP composites performs over a long period of time in harsh conditions. In terms of the performance of an FRP, the mechanical properties as well as the thickness and fibre orientation can cause significant deviations.

Cost :

- 1) \$ 36 per linear foot to line 12" diameter deteriorated cement pipe
- 2) \$ 300 per top hat installation including robotic cutting of lateral openings.

- 3) Standard hourly rates applied for pipe jetting and root cutting (about \$ 1500 for 300 feet)

- 4) Total cost to live 300 feet long deteriorated cement pipe was about \$ 15000 (Saved \$ 15000 to tax payers) which was cost effective and project was completed over the weekend. Directional drilling methods of Installing New pipe.

Technical Lecture :

Monday, 23rd January 2012

Emotional Intelligence and Interpersonal Skills

By Dr. Anand, Chairman, B.N. Bahadur Institute of Management Sciences, University of Mysore.

Emotional Intelligence Sets Apart individuals

Individual Differences :

Each one differs from one another in their ability :

- to understand complex ideas, □ to adapt effectively
- to the environment, □ to learn from experience,
- to overcome obstacles by taking thought

It is the ability interims of :

- Analytic reasoning □ Verbal skills □ □ Spatial ability
- Attention □ □ Memory □ Judgement

A weak predictor for :

- Achievement □ Job performance success □ Overall success, wealth, & happiness □ Ability to handle frustrations □ manage own emotions □ manage own social skills □ Happiness, fear, anger, affection, shame, disgust, surprise, lust, sadness, elation, love, frustration, anxiety, failure, achievement etc.

There are TWO dimensions of emotions:

Physiological side: 'Emotion' is a complex state of human mind, involving bodily changes of widespread character such as breathing, pounding heart, flushed face, sweating palms, pulse rate, gland secretions, etc.



Guest speaker Dr. Anand was felicitated on the occasion

Psychological side, a state of excitement or perturbation marked by strong feelings.

Physiological distinctive :

- □ Joy □ Surprise □ □ Sadness □ □ Anger □ □ Disgust □ □ Fear
- □ chaotic □ □ haphazard □ □ superfluous □ □ incompatible with reason □ □ disorganized □ □ largely visceral □ □ resulting lack of effective adjustment

- Arouse, sustain, direct activity □ Part of the total economy of living organisms □ Not in opposition to intelligence □ Themselves a higher order of intelligence □ Impacts on physical health □ cardiovascular disease □ progression of diabetes □ progression of cancer □ onset of hypertension □ Impacts on relationships □ Impacts on mental health □ all or nothing thinking □ over generalization □ excessive worrying □ worrying as magical thinking □ disqualifying the position □ jumping to negative conclusions □ □ "should" statements □ labeling & mislabeling □ personalization □ stonewalling □ criticism; contempt

Intelligence:

The capacity for recognizing our own feelings and those of others, for motivating ourselves, and for managing emotions well in ourselves and in our relationships.

Emotional Intelligence is “the capacity for recognizing our own feelings and those of others, for motivating ourselves, and for managing emotions well in ourselves and in our relationships. Emotional intelligence describes abilities distinct from, but complementary to, academic intelligence.” Daniel Goleman (1998)

Goleman's Categories :

□ Self-Awareness □ Self-Regulation □ Self-Motivation □ Social Awareness □ Social Skills

Self Awareness :

□ The inability to notice our true feelings leaves us at others mercy.
□ People with greater certainty about their feelings are better pilots of their lives

Relationship-managing emotions in Others :

□ To excel at people skills means having and using the competencies to be an effective friend, negotiator, and leader. One should be able to guide an interaction, inspire others, make others comfortable in social situations, and influence and persuade others.

The Subtle & Complex abilities which underlie people skills :

□ Being attuned to others' emotions □ Promoting comfort in others through the proper use of display rules □ Using own emotional display to establish a sense of rapport □ A time to wait and a time to watch, □ A time to be aggressive and a time to be passive, □ A time to be together and a time to be alone, □ A time to fight and a time to love, □ A time to work and a time to play, □ A time to cry and a time to laugh, □ A time to confront and a time to withdraw, □ A time to speak and a time to be silent, □ A time to be patient and a time to decide.

Challenges in Education: □ There is a great widened gap between the educational level of students and the needs of the rich society
□ Students who pay for their education are demanding value for money □ Society is investing more and has a high expectation of good educational outcome. □ Teachers are facing difficulties in handling Increased size of classes with students having diverse experiences, age, socio- economical status, maturity level and cultural background.

Characteristics of Low EQ Person: If only I had a different job"

□ □ If only I had finished graduation" □ □ If only I had been handsome/beautiful" □ □ If only my spouse had stopped drinking" □ □ If only I had been born rich and famous..."

"If only I had good contacts..." □ □ If only I had better friends ..."

□ □ If only I had married someone else ..."

Nine Strategies for Promoting Emotional Intelligence :

Taking the time for mindfulness , Recognizing and naming emotion
Understanding the causes of feelings , Differentiating between emotion and the need, Preventing depression through Learn
Managing anger through learned behavior or distract, Listing for the lesions of feelings , Using 'gut feelings' in decision making
Developing listing skills

Main Causes of Academic Difficulty: 1. Motivational difficulties
2. Adjustment to college life 3. Study skills 4. Directions/Goals
5. Personal Issues.

National Voters' Day :**Wednesday, 25th January 2012****Theme : Whom to Vote?****Speakers :**

Dr.R.Balasubramanyam, Convenor, Mysore Against Corruption

Maj.Gen.Dr.S.G.Vombatkere, Convenor, Mysore Against Corruption

Sri.Vasanth Kumar Mysore Math, Convenor , MAC & VAM

National Voters Day/Foundation Day of Election Commission of India was observed on 25th January 2012. Guest speakers included Dr.R.Balasubramaniam, Founder Chairman, Swamy Vivekananda Youth Movement, convenor, Mysore Against Corruption (MAC) and former Director, Karnataka Lok Ayukta;



Guest Speaker Dr.R.Balasubramanyam addressing the gathering

Major General (Retd) Dr.S.G. Vombatkere, former President, Mysore Grahakara Parishath, Convenor, MAC and Sri Vasanthkumar Mysoremath, Convenor: Voters Awareness Movement (VAM) & MAC./MGP. The theme was : "Whom to Vote?"

Dr.R.Balasubramanyam spoke about the need for establishing a strong Lokpal with Lok Ayuktas at States level and how the politicians irrespective of party affiliations have been skuttling the passing of the Lokpal Bill for the past four decades and how Anna Hazaaare has ignited the people's mind to demand for an empowered Lokpal. Sri Vasanthkumar Mysoremath gave a multi-media presentation on importance of observing National Voters Day and voting for establishing good governance; he also stressed the need for enacting pending Electoral, judicial, land and police reforms that fall within the four walls of Constitutional processes and for strenghtening the existing institutionalised administrative machinery to fight corruption, pending establishment of office of Lokpal. Dr.Vombatkere spoke about how corruption is eating into our system and that time has come to fight against all those who are responsible for this decay in our system. Er.A.S.Satish, Chairman, presided and Dr. T. Anantha padmanabha, Honorary Secretary Participated in the discussions.



63rd Republic Day celebrations was celebrated by unfurling the National Flag by Chairman Er.A.S.Satish . Honorary Secretary Er.T.Ananthapadmanabha and Past Chairmen Er.K.N.Subba Rao and Er.C.N.Babu and members participated in the celebrations.

Discussion on : **Thursday, 26th January 2012**
SWM –Challenges Ahead (III Icon SWM -2012 at Infosys, Mys)



Prof. Sadan K.Gosh , Special guest spoke on the Spirit and content of the forthcoming 3rd International Conference on Solid Waste Management being organized at Infosys campus at Mysore between 16-18 July 2012. He appraised the select audience on the preparatory work going on in this direction and invited them to be a part of Local organizing group. Sri.D. Madegowda Former MLC, Prof.V.Jagannatha , Environmental Scientist, Er.A.S. Satish, Chairman IEI,Mysore and other prominent environment activists participated in the Session and shared their views.

Technical Lecture : **Saturday, 28th January 2012**

Valuation of Intellectual Property and Intangible Assets Its Economic & Legal Perspectives

(In Association with Institution of Valuers)

By Prof.R.Y.Vasudeva, BE(Mech), LME, MBA(Executive),ILB, FIV

Intellectual property and Intangible Assets:

Intellectual property is a form of intangible Asset. Man's property is not only the visible and tangible assets like Land, buildings, factories and machineries, in a civilized and advanced society.

Valuation of Intellectual property :

Human mind, and its products includes Intellectual Property.

The term intellectual property (IP) reflects the idea that is the product of mind or the intellectual refers to creations of the mind in the form of inventions, literary and artistic works, and symbols, names, images and designs, and such others.

They could be expressed as patents, Trade marks, Geographical Indications, Industrial Designs, Layout - Designs of Integrated circuits, plant variety protection and copyright.

Intellectual property often represents one of the most valuable assets of a company whether it is know-how, patents, licenses, brand- names or any other form of intangible assets.

Intellectual property is also a very impressive tool of making economic benefits. Intellectual property could be regard as a Capital Asset.

Intellectual property can be described as 'Knowledge'. Using this knowledge, 'Profit' can be created. Knowledge can be converted into 'Value'.

The main components of Intellectual property are:

• Inventions / Novel Ideas • Trade Word / Brand Names • Design Approaches • Computer program and • Other intangible assets & • Intellectual properties

Valuation of Intellectual property: These Intellectual Properties, sometimes, non-measurable or non-quantifiable one

The Intellectual capital can be broadly divided in to three parts normally - Human Property, Structural property and rational property.

This presentation mainly deals with :

- Human Property • Knowledge Property • Structural Property
- Other key Intangible Assets.

Valuation of Intellectual property :

Intellectual Property, Trade - Marks, Patents, and Good-will. Capital, Stocks, between firms can be valued in terms of both Time and context.

Intangible asset valuation in an economic and legal perspective is normally considered for obtaining the pervasiveness of knowledge assets in the modern economy, through negotiations and technology transfer.

Knowledge assets which are intangible is Nature, have distinct economic characteristic and legal environment influences its value.

Before we deal with the Valuation of Intangible Assets, it would be pertinent to examine the Economic and legal nature of key intangible Assets like intellectual property, Brand and Goodwill.

Presentation of this paper focuses on some specific types of intangible assets and their valuation.

CONCEPT OF KNOWLEDGE ASSET :

Knowledge, learning and Invention are sources of the competitive advantage and power in modern Economic Society. This is a worn out statement. While all goods which are produced by manufacturing factories, to a semi conductor chip have knowledge content

Physical inputs are being replaced by knowledge based inputs thus reducing this dimension of the products, improving quality durability and versatility

Knowledge inputs are being substituted for physical resources which are finite and becoming increasingly scarce. Emphasis on intellectual property as the source of value, has increased considerably in the recent past and is actively, based knowledge driver for investment in Research and Development.

Intangible knowledge assets are of particular significance in industries such as pharmaceuticals, software, fast moving consumer goods (FMCG) and others. Even prominent banks in India and other countries are spending and investing resources for obtaining patents, which indicates the pervasiveness of knowledge assets in the modern economic society.

Intangible assets have distinct intellectual scientific and economic characteristic and the legal environment influences its value. Before we deal with the valuation of intangible assets, it would be pertinent to examine the economic and legal nature of key intangible assets to provide the perspective for the valuation.

Proper valuation of the intellectual property is necessary, whether tangible or intangible, for effective appropriation. Valuations are necessary and compulsory in many contexts. These include investment analysis, capital budgeting, Merger and Merger acquisition transitions.

Correct valuations of Intellectual property provides the necessary support for the strategic decision making processes utilized by investors, management and councilors during these important events.

Market value of intangible Assets: It is difficult to assign the market value of intangible asset because the valuation depends strongly the sector and they differ significantly from each other

Intellectual property cannot be valued in a generalized method, because value varies in terms of specific context, and differs from case to case. Financial and economic valuation concepts of Intellectual property in particular, is specialized computation - process to determine the value of a specific intellectual property, appropriate methodologies in accordance with recognized principles of valuation need to be applied.

TO ESTIMATE THE MARKET – VALUE OF LAND :

To estimate the Market - value of a particular land, we do consider factors such as utility, scarcity, and desirability and is reflected as Price per square meter but there is no such parameter for Intellectual property "Value" measurement.

Venture capitalists assess the value of an intellectual property, in relation to the business model, management, market and product opportunities. Hence a business company is valued. Furthermore, break through patents which bring an entirely new concept that serve as the basis for development of new technology worth more than patents based on incremental improvement over already existing technology.

Thus we can confirm that valuation of Intellectual property is very uncertain process. The real value of Intellectual property depends strongly on the context, which makes it difficult to value on some fixed parameters & Mensuration

VALUATION METHODOLOGIES FOR INTELLECTUAL PROPERTY:

Methodologies : Income Approach, Market Approach, Cost approach

The Income approach is based on the future cash flow and economic profit. Future cash flows are however difficult to predict and therefore Intellectual property valuation remains risky.

The market based method does not work because intellectual property is unique and there are few comparable transactions which makes it difficult proposition to set a price.

The cost based approach for valuation of intellectual property is further more dependent on historical or replacement cost.

AN APPEAL TO THE ENGINEERS & VALUERS :

To develop the Standard, Sophisticated, Tools and Methodologies for valuation of the intellectual property.

It is a challenge to the members of both the organizations. The Solutions Developed have to be acceptable to Bankers/ Financiers, Registered owners of the intellectual property as well as clients who are eager to buy, at competitive price.

LEGAL PERSPECTIVE : Law offers certain exclusive rights to the owner of intellectual property/ Intangible assets.

Intangible assets are defined as identifiable non-monetary assets that cannot be seen, touched, or physically measured.

INTELLECTUAL PROPERTY INDIA : Patents/Designs/Trade Marks Geographical Indication.

Info-Pack has been developed by the office Of the controller general of patents and Designs, under the Development of industrial policy and promotion, Ministry of Industry, Government of India. The Information provided here serves as a guideline for the public and has no legal binding.

The Practicing valuers of Intellectual property could contact the controller, General of patents, Designs and Trade Marks, Mumbai – 400 020, for Registration of Intellectual property and for

additional details of Transactions.

The other key terms along with Intellectual Property, are Patents, Brand, and Goodwill. Further special focus is drawn to valuation of intellectual property in industries; the valuation of intellectual property in Academic, Research and Development organizations, the valuation of Intellectual property through Technology Transfer and Licensing.

VALUATION OF BRAND : Brand Valuation can be defined as the valuation of a branded product or branded service with a recognized protected name which has an established earning stream created by consumer loyalty over a long period of time.

Brand as an asset is much more than a Trade Mark or a logo. Brand is actually a TRUST-MARK; a promise of Quality and Authenticity that clients or consumers can rely upon while enjoying the service.

A Brand Value is not created overnight. It is an integral of client's intangible experiences in dealing with the company and enjoying its service over a sustained period. A BRAND aims at enhancement of confidence and reduction of uncertainty in the quality of what the company offers in respect to what is available in the same comparable similar industry.

A BRAND AS AN ASSET has the following four basic characteristics :

- (i) Distinguishable (ii) Transferability (iii) Legal protection (iv) Permanence

These attributes are useful in Brand Valuation. If Brand fixes at higher valuation, it should be distinguishable, clearly separable from other assets in an organization as well as in a group of organizations, or from any similar products.

The brand should be capable of being, identifiable, saleable and transferable, independently from the other assets of the organization. The brand should be legally protected as well as owned and controlled by the "Asset Title Deed" owners of the brand.

The brand should have permanence and should not be in the nature of mere promotional expenditure or differed revenue expenditure.

Brand valuation has significance in the financial position of the enterprise, which is influenced by the economic resources it controls, its holding in the financial structure, liquidity and solvency, and its capacity to adopt to changes in business environment.

Intangible assets of the enterprise have a significant role in defining the economic resources as controlled by the enterprise. Thus understanding evaluating and enhancing the otherwise non-apparent intangible assets of the business organization becomes vital.

The brand is a significant attribute of intangible asset of an organization appreciable with proper care and nurturing.

Several recent business transactions show that brands might be more valuable than tangible assets. A Brand is a primary Security which ensures the existence of a "Market for a particular product in the present day business world.

VALUATION OF BRAND UTILITY : Valuation is increasing in the present day context of business transactions, Business mergers/ Business takeovers/Business Curtails. Where in brand valuations are the primarily important which is use full to potential buyers who intend to takeover existing Business Organizations with their

products and brands. Hence brand valuation becomes imperative during such transactions.

Brands offers Security as an important comfort to financiers/ investors to assure them of existence of security from which a stream of future income shall flow. Brand recognition also greatly enhances the value of the enterprise generally appreciating the shareholder's Investments.

Qualifying the monetary value of the brand assets in depicting a fair economic value of the enterprise financial restructuring and management planning is aided by the brand value in terms of Identifying focus avenues of the enterprise.

Brand valuation is associated with a company is a complex one. The method of brand valuation in a particular industry varies from organization to organization and industry to industry. The purpose of valuation also determines the method that will be most suited.

A brand valuation can be ascertained for merger, acquisition, taxation, depicting share holder investment valuation determining good-will of the business and also for better representation of the company's intangible assets in the balance sheet.

BRAND VALUATION ANALYSIS :

Valuation analysis of brand is done along with the revenue analysis where the value of BRAND is the additional income generating capacity of the business concern over the normal earnings.

Because the brand valuation analysis helps to achieve, enhancing and securing long term customers.

Brand valuations analysis attains higher price realization against similar products. When other factors remains constant in a business, still the organization could obtain order over a competing product.

When brand valuation analysis is done in an organization there could be reduction in marketing costs in view of the establish name in the Market.

Brand valuation analysis helps in assisting in increasing the customer base in view of established reputation of the Brand.

BASIC METHODS OF VALUATION :

1. Cost Method 2. Earnings Method 3. Market Method.

Cost Method : Propagates the measurement of a brand value based on the cost incurred for developing the Brand.

Earnings Method: There are two sub classes. They are Historical cost method and replacement cost method which are also used in brand valuation.

Market Method: Historical cost method, the past cost incurred in the developing the brand is considered to be the value of the brand.

Replacement cost method of valuation suggests that the amount of expenditure required to replace an existing brand with a new one is considered to be brand value.

Next we will take the second method of brand valuation i.e. based on earning method:

Brand valuation envisages the brand value as the revenue generating capacity of the brand i.e., the amount of tangible benefits which can be derived from the brand is considered to be the value of the brand.

Brand valuation computations are made by the following model methods:

1. profit premium method 2. Excess earning capitalization method

3. Royalty relief method.

Profit premium model method is used for computations of the current value obtained from a break through in quantum computing.

The Excess profit generated by the business over the normal rate of return is considered to be the brand income from which the brand valuation is computed.

Royalty relief method of brand valuation assumes the amount of royalty that would have been charged, had the company not manufactured the products on its own, but let another manufacturer makes the output on its behalf in consideration for a royalty model method of brand valuation.

Finally we get to market method of brand valuation model approach, which deals with the application of brand valuations. Thus, this method is not a direct method of computation, but an indirect method of valuation which involves usage of trends where in it is another model method which could be used for brand valuation computation.

To sum up the basic principles followed for brand valuation are:

1. Compute and divide the brand earnings in the past, forecast the future earnings and restate at current value of the brand.
2. Compute and determine the brand valuation and its strength



Prof.R.Y.Vasudeva was felicitated on the occasion

over the competitors by comparing the various factors prevalent in the fast moving market.

3. Brand value is computed based on brand strength and brand earnings. The determination of the brand strength is the most crucial exercise which requires an in depth and thorough analysis of the market situation and competitive brands in the market.

The data will have to be computed from various available sources and market survey and analysis which helps in brand valuation.

VALUATION OF GOOD-WILL : Good-will valuation of a business means its reputation which gives a competitive advantage over other income line of trade and commerce.

For a business the advantage can only be of some value of it, allows the business to earn more than normal profit. Then it is said to enjoy goodwill. Good will valuation involves measurement of profitability of a business comparison with its normal counterpart of competitor.

When a business is taken over by another concern, the buyers will take over the Good will of the vendor as well, which is inclusive in transaction and transfer. Thus, to ascertain the "buying Price" the buyer should assign a value to the goodwill of the vendor.

Since the buyer pays the price, the buyer should assign a value to the good -will , based on profit that can be reasonably

expected to be maintained in future, i.e., Profit Maintainable in Future.

CONCLUSION : Valuation of Intellectual property plays an effective role in the present day International Business World. Valuation of Intellectual property is gaining importance in negotiations and transfer of technologies, between member countries of World Trade and United Nation Organization.

Intellectual Property often represents one of the most valuable assets of a company. Whether it is know how, patents, licenses, brands, or any form of intellectual property/intangible assets.

At the end we could conclude that "KNOWLEDGE IS POWER" if managed with at most care and vision.

FORTH COMING EVENTS :

Presentation on : **Saturday, 18 February 2012 at 5.30 PM**
"Medical Electronic Device Software- Regulations Perspective"

By : Sri.T.K.Satish Kumar
Deputy Delivery Head, L & T Integrated Engineering Services, Mysore

Presentation on : **Thursday, 23 February 2012 at 5.30 PM**
Design and Operation of High Voltage Distribution Substations in India and Abroad – An Experience"

By: Prof.M.R.Manjunath.M.Tech
Consultant and Advisor in United Nations Visiting Professor, E & E Dept, NIE ,Mysore

Presentation on : **Saturday, 25 February 2012 at 5.30 PM**
Present Practices in Electrical Power System
A practical approach

By: Dr.K.Balaraman
General Manager, Power Research and Development Consultants Pvt.Ltd

Presentation on : **Monday, 27th February 2012 at 5.30 PM**
Environment & Economical Surge Passionate involvement of Citizens

by : Mr.A.C.Lakshmana.IFS
Former Secretary, Ministry of Forests, Government of Karnataka

Tuesday, 28th February 2012 at 5.30 PM
National Technology Day
Birthday Celebrations : Dr. Sir.C.V.Raman

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Mysore Local Centre

JLB Road, Mysore - 570 005

ಸ್ವಾಮಿ ವಿವೇಕಾನಂದರ ೧೫೦ನೇ ಜನ್ಮದಿನೋತ್ಸವ ಭಾನುವಾರ, ೨೯-೦೨-೨೦೧೨



ಉದ್ಘಾಟಕರು : ಶ್ರೀಮತ್ ಸ್ವಾಮಿ ಪರಹಿತನಂದಾಜೀ ಮಹಾರಾಜ್
ರಾಮಕೃಷ್ಣ ಆಶ್ರಮ, ಮೈಸೂರು

ವಿಶೇಷ ಉಪನ್ಯಾಸ: ಶ್ರೀ.ಗೋ.ಮಧುಸೂದನ,ವಿಧಾನ ಪರಿಷತ್ ಸದಸ್ಯರು

The Institution of Engineers(India), in association with Chutuku Sahitya parishat Mysore celebrated 150th Birth anniversary of Great Indian Youth Icon and saint Swamy Vivekananda on 29th January 2012. Srimath Swami Parahithanandaji Maharaj of Ramakrishna Ashram , Mysore inaugurated the function and spoke on the life and works of Great son of India Swami Vivekananda. Sri.G.Madhusudhan , MLC participating in the celebrations as a special guest gave an inspiring speech with illustrative happenings that catapulted Swami Vivekananda to become the numerous follower of the Great Saint Ramakrishna Paramahansa. Quoting extensively from the teachings of Swami Vivekanantha he called upon the people specially the younger generations to follow the great leader Imbibe Viveka and get Ananda. Chairman Er.A.S.Satish presided over the function and in his address recalled that Mysore City has the distinction and the privilege to host all the great sons of India whose 150th Birth Anniversary is celebrated In IEI,Mysore local centre with great fervour viz. Dr.Sir.M.V., National Poet Gurudev Ravindranath Tagore and Swami Vivekananda. Dr.T.Ananthapadmanabha, Hon.Secretary proposed hearty vote of thanks at the conclusion of the programme.

Wednesday, 29 February 2012 at 5.30 PM
Presentation by : Er.S.M.Narasimha
System Architect, USA Visiting Professor, E& E Dept.,NIE,Mysore

To,

but also should develop an inclination towards mental creation.

As a pilot and copilot of the vehicle in which they are carrying students should not only put on the reading pair of glasses (which help to read the things close to them) but also should develop means so that the things at far off forward places become visible and get percolated to students

In conclusion future engineers should now concentrate more on Mental Creation. As said the components of Mental Creation are Corporate Strategy with unique dynamic skill, to elegantly accomplish all tasks by conceptualizing the entire life cycle of products / organizations, and to be an excellent leader. Future engineers must lead this post Maturing Industrial Civilization era by Mental Creating eco friendly world, society friendly environment and cost friendly products by exhibiting unique leadership.

Thus they will be able to reach to the millions by concentrating on the Physical Creation through the superb artisan skill, and managing excellently through their experience and expertise.

" ENERGY CONSERVATION DAY " 14 December 2011



Dr. T. Ananthapadmanabha, Energy expert sharing his view

Energy Conservation Day was held on 14th December 2011 where in Energy experts of Mysore interacted among themselves and came up with recommendations to the Government and concerned stake holders on the need and necessity of energy conservation to face the present challenge of energy deficit and on efficient conservation methods.

26th Indian Engineering Congress 2011 was held on 15-18 December 2011 at Bangalore Palace. More than 50 delegates from Mysore local center attended the Congress and 10 technical papers were presented in the Colloquiums of different divisions. Honorary Secretary Dr. T. Ananthapadmanabha took the lead in the organising technical paper presentations and Congress registrations. Imm. past chairman Er. C. N. Babu was actively involved in the Sovenior preparation & advertisements. The congress was a huge success & organisers were praised for their relentless efforts in making such a grand arrangements.

TECHNICAL LECTURE ON "SUSTAINABLE DEVELOPMENT CONCEPT & MISSION " 20 December 2011

Chief guest Er. R. S. Pandey, FIE,
Chairman, Sustainable Development Forum, IEI
Superintending Engineer (Retd), BSEB, Patna
Concept & Vision

The UN Department of Sustainable Development (UNSD) conceptualized sustainable development as climate change Renewable Energy, Energy Security, Fight against poverty

and Job Creation. World Federation of Engineering Organisation (WFEO) president Jose Medem elaborated that engineers & scientist are committed to sustainable development through knowledge technology-generation & diffusion. He further added that basic needs of water food, health, housing and energy requires innovative and appropriate technology. The Institution of Engineers (India) being the full member of WFEO took initiative to established Sustainable Development Forum by a decision of council of IEI on April , 1998. Mr. G. P. Lal, first chairman of SDF operated from Patna with auxiliary units in other regions of the



Chief guest Er. R. S. Pandey, FIE, was felicitated on the occasion Mission

Environment, Energy and Economy are the field where Sustainable Development Forum operates. The forum has mandate to propagate promote and facilitate exchange of ideas and opinions pertaining to development of humanity.

I shall take the opportunity to inform this council about the important activities going on International and National level which are of core importance to SDF.

Environment International Conference at Durban on Climate Change

Under the provisions of UN Frame work convention on Climate Change (UNFCCC), 194 countries of World assembled very recently at Durban to develop a road map for action to be taken as first phase of Kyoto Protocol will expire by 2012. 4 dominant groups of countries have emerged as per their requirement and perception

- (a) 42 Members alliance of Small island States
- (b) 48 Members alliance of least developed states.
- (c) Group of developed countries (Europe, US, Japan & others)
- (d) Basic developing countries (Brazil, South Africa, India and China) A tug of war is seen between developed and developing countries assembled at Durban.

The group laid by Europe is trying to negotiate a new proposal making CO₂ emission binding on developed and developing countries like India & China.

India represented by its Environment Minister, Jayanti Natrajan has challenged the rich countries to notify the second commitment period of Kyoto Protocol and pay what they have promised to developing countries before trying to negotiate a new deal.

However a new deal compromise has been reached under the ambit of a legal mechanism where India and China will also be under governing treaty. Developed country will accept the second commitment period of Kyoto Protocol.

Renewable Energy

The Union Ministry of New and Renewable Energy

under Jawaharlal Nehru Solar Mission has bidding process for supplying solar power (Phase I Batch 2). Many Indian and foreign companies have participated in the bids and have quoted price around Rs. 7.5 to 8.5 per units. It is expected that cost of supply of solar power may drop to Rs. 5 a unit possibly by the year 2015. It will be a mile stone in generation of solar power. As the price of Photo-voltaic (PV) modules are dropping due to huge capacity addition of solar grade polysilicon refining

In India so far 125 MW of solar power has been installed, and 600 MW by 2012 and 2000 MW by 2013 will be made operational.

Note : Solaire direct a French company has submitted the lowest bid.

Economy

Indian Economics Summit

Just on lines of World Economic Forum of Davos (Switzerland), India has launched India Economic Summit which concluded in the month of November from (12-14th) at Mumbai. In this summit India linked "Leadership with Livelihood" for sustainable development of the country.

In this summit leaders of Govt., industry, technology, Environment and Civil Society attempted collaboration on ways to improve educational system, investment in infrastructure, increase in agricultural productivity and to ensure an equitable distribution of opportunities for all.

We know that while conceptualizing the Sustainable Development Dr. Amartya Sen said that sustainable livelihood is key factor for eradication of poverty and illiteracy

Activities

1. Under the inspiration and Patronage of Shri Madan Lal Ji, Past President of IEI a delegation of Sustainable Development Forum consisting of Chairman, Ex-Chairman and Director of SDF participated in International Conclave on Climate Change at Hyderabad hosted by Centre of Climate Change of Engineering and Staff College of India during the period 12-14 October 2011. The ways and means to combat vulnerability of Climate Change, Clean Energy and Energy security were deliberated by experts and professionals of India and abroad. Nationally Appropriate Mitigation Action (NAMAs), Clean Development Mechanism (CDM), Carbon Market and

Adaptation Process were the key issues of discussion in the conclave.

I specially like to mention that paper presented by General B S Dhalivval, FIE on Climate Change vulnerability (A South Asia Prospective) was excellent attempt to explain planetary surface warming.

The delegation appreciated the efforts made by Commander A K Poothia, Director General of ESCI and Dr. Shalini Sharma, Head of Climate Change and proposed a continued interaction with the centre of Climate Change and Sustainable Development Forum.

2. Board of Governors of SDF met on 30th Nov. 2011 at Bihar State Centre, Patna. Members of the Board came out with several suggestions which are under process of execution.
3. Efforts to increase National Visibility of Forum, the centres of Haryana, Mysore and Kanpur were approached. They have assured to extend support and opportunities to SDF. A lecture and group discussion has been arranged in co-operation with Mysore Centre during the 3th week of December 2011.

4. Chairman, SDF visited Kanpur Local Centre on 04.11.11 and discussed with Chairman, Kanpur Centre Prof. S. N. Singh of IIT, Kanpur. He assured to have effective links with IIT, Kanpur and Sustainable Development Forum.

A National Seminar hosted by Computer Division of IEI at Guwahati is arranged in February 2012. SDF is planning to participate actively in the Seminar of Computer Division.

" NATIONAL CONSUMER DAY" in association with MGP

24th December 2011

Guest Speakers

- | | |
|-----------------------------------|---|
| Er.H.R.Bapu Satyanarayana.FIE | - Infrastructural Development in Mysore |
| Retd.Chief Engineer, GOI | |
| Sri.R.Chandra Prakash | - Large Scale Retail Stores in Mysore |
| Retd.Professor, Mysore University | |
| Dr.T.N.Manjunath | - Health Scenario of Mysore City |
| Arurvedic Doctor | |



Inaugural function

PRESENTATION ON INFRASTRUCTURE DEVELOPMENT IN MYSORE

By Er. H.R. Bapu Satyanarayana, FIE

There are about 1798 km of roads in the MCC area of 129 Sq. km. It comes under four agencies viz., MCC, MUDA, Mysore University and PWD. The population as per 2001 census was 7,87,179 and the present population is estimated at 9,15,000. The average population density in Persons / Family is 5.32. Average annual rainfall is 789.20 mm.

As per report appearing in Star of Mysore, 19 member of Mysore City Heritage Committee has been reconstituted. According to this 236 structures are to be named as heritage monuments. As per the report, despite the impression amongst the citizens and also views aired by ministers at various times calling Mysore as Heritage city, there is no official designation to this effect. Also there is no clear conception as to rules and regulations that govern the Heritage status.

Apart from the above uncertainty since Mysore comprises many heritage structures of international calibre, it is essential to formulate broad details of do's and don'ts in developing infrastructure for the city. This is essential because in comparison to other cities in India and in popular perception of visitors to the City it is looked upon as a most livable, lovable and aesthetically attractive city. This must also be the perception of relatives and friends who come and stay with the citizens. The most notable features that create a favourable impact on the visitors are City roads, parks, water bodies and heritage buildings and greenery.. For example, Mysore Palace which is internationally famous and is reported to have been visited by more people

than even the Taz Mahal which is considered as one of the Seven Wonders of the World. Year 2011 has been particularly significant for Mysore for it has scored several Achievements and Awards totaling eight in number. This is apart from the fact that New York times has named Mysore ranking it in 4th place in the world for visiting tourists.

Apart from the above, Mysore is considered as a city of Arts and Culture. It is a city of intellectuals. It has further advantage as it enjoys salubrious climate. It has Rural-Urban ambience and is compact and the core area can be accessible by walking. It has further advantage in that it has famous tourist places of interest are situated nearby so that it can be visited and return in the same day. In recent times many well equipped hotels have come up all across the city to cater to the taste of the visitors coming from various corners of India and abroad. Also in recent times many State of the art Malls with multiplex attraction are coming all across and it has potential to impact on the value system and derailing the cultural heritage. As a city of culture, music, dance and drama take place everyday where renowned artists are invited. What is more amazing is the entrance to these cultural activities is free. That includes Rangayana, a Govt., aided drama centre where talented artists perform everyday of the year. Of course, the famous nine day Dasara attracts visitors from all over the world. Inside the city itself there are many attractive tourist places and one of it being the Zoo while Chamundi Betta has become a Symbolic background that provides a panoramic view of the city which presents a magnificent view during nights.

From the above it is clear that Mysore is unique in many ways. Rightly the citizens can really feel proud. At the same time we should be grateful for we are heirs to this magnificent legacy of the Maharajas who ruled Mysore. Probably the quote from 'Ranga Binnapa' by Sri S.V.Ranganna will capture the greatness of Mysore: 'If Amaravathi and Mysore belong to me, I will give away Amaravathi to Lord Indira and live in my beloved Mysore' Naturally any development in Mysore should keep the above factors in consideration.

No development can be frozen in time. The march of time creates its own impact. We often hear of the word sustainable development. What is sustainable development? In my view, it has two components; personal and material. At personal level, it pertains to the aspect of satisfaction and happiness while on the material side, it is creature comfort afforded by the development of science and technology as an aid to life of comfort. In a limited sense comfort would imply less physical effort or strain. At human level satisfaction and happiness is conditioned by many factors. Therefore, sustainable development means a happy balance between these two components. There is also a time element that defines the boundary condition that gives meaning to sustainable development and hence encompasses the concept of continuity bridging past, present and future.

In the above background infrastructure is conditioned by the collective impacts of above factors on its development. At the gross level two factors viz human population and number of vehicles has a decisive effect.. Vehicle population at 6 lakh poses a great challenge. According to statistics obtained for 2009 to Sept. 2011, 358 people have died while 2710 persons have been injured. This is a great economic loss. 82 % of those

killed are pedestrians, cyclists and two wheel riders. It is a very disturbing trend. At all India level 1.3 lakh people die on our roads every year. Between 2000-2007 road fatalities increased by 45.2 %. Speed contributes to about 40 % of traffic crashing and death. Head-on collision contributes to 10 % of fatalities and 50,000 people die as a result of drinking and driving while 30,000 die due to hit and run the total economic loss is estimated at Rs.75,000 crore per annum.

The above factors has prompted a section of citizens to bring pressure on the authorities to widen the road while many NGO's and environmentalists oppose widening. Experience world wide indicate that widening is not a solution. The main reason by the environmentalists is that widening will destroy road side trees and create host of other problems like increasing pollution, decrease in oxygen, causing erosion etc. Besides with unchecked vehicle population how does widening help? This is a running battle between two opposing views in which the issue has become contentious and ending in litigation holding development. Lalitha Mahal road is the prime example. However, the authorities have not come up with a sustainable solution and it appears decisions on widening is taken by knee jerk reaction. This approach needs to be changed. The accent is to "go green".

All over the world, the trend is to provide facilities for pedestrians and cyclists. At the same time it is necessary to discourage use of private vehicles by making public transport cheap and attractive. There are any number of solutions available but there must be a will to explore and adapt suitable solution to fit the situation. There must be a concerted step to introduce foot paths and to remove encroachment to provide for safety for pedestrian movements. One survey in Delhi indicates that 50 % of the fatalities is due to encroachment of foot-paths. Concurrently survey may be undertaken to provide cycle tracks wherever feasible. Considering the unique nature of Mysore as a Heritage city it is necessary that no fly-overs or multi-storey buildings should be provided in the core area. Also, ideally many stretches of roads should be exclusively reserved for pedestrian movements only. I have been arguing for making Sayyaji Rao road within the limit of Devaraja Market from K.R. Circle to Dhanvantri road reserved for purely pedestrian movement. This will prove to be a great tourist attraction.

With increasing vehicle population parking is going to pose a tough challenge. For example many residential areas have become a nightmare for parking. Instead the authorities are giving permission for big commercial establishments in residential area destroying its character. The prime example is the New Kantharaja Urs road near Ballal Circle. Adjacent to Canara Bank, Tata Car Urs and Clumax Diagnostics both huge buildings have come up and they have completely encroached the footpath space driving pedestrians to the road. Also all along the service road many establishments have come up blocking the road. It is a common sight to see that the narrow roads in many residential areas have become parking places for vehicles on either side narrowing it further. Also, it is creating social tension between neighbours who lived in harmony earlier.

Also, while designing suburban bus stand importance has been given for commercial interests while parking facility exists for only few vehicles. Now in Town Hall area contract has been given for construction of parking at two levels. It is a myopic approach as it is going to pose a problem for exit and entrance of vehicles

besides seriously coming in the way of pedestrian monuments. Besides with Town Hall being a heritage structure, the construction violates heritage regulation. As it is the mall coming up in Makkaji Chowk is itself an unwelcome intrusion. The city bus stand with movement of buses creates a nightmarish situation. When mall at Makkaji Chowk is completed the whole area becomes chaotic. To control movement of vehicles in Bangalore steps are being taken to introduce "Congestion pricing" policy. Mysore also should start taking steps to introduce such a policy. Concurrently, a policy of having a circular railway around the outer limit of Mysore should be thought off. From this railway roads can take off to facilitate commuting to various localities. This will decongest parking for bus traffic. Needless to say public transport must be made attractive to wean away the private vehicle owners to adopt it.

As regards the quality of roads less said the better. The innumerable letters appearing in the "Letters to the Editor" Columns is a testimony about the sub-standard nature of Construction and maintenance. I had occasion to address around 70 engineers of MCC on 7th Oct. 2011 to share my ideas of how a quality work should be done. I mentioned that part of the reason for premature failure was that while sanctioning road improvement no provision was made for drainage. The MCC commissioner accepted my suggestion that the cost of improving the roadside drainage should be made integral part of the improvement. Also, I suggested when improvement is done it should be done to last for a long time by providing for required thickness and to avoid spreading the resources thinly which only requires heavy maintenance cost. There are many possibilities and above are few of the suggestions..

ಗ್ರಾಹಕ ರಕ್ಷಣಾ ಕಾಯ್ದೆ ೧೯೮೬ ಬೆಳ್ಳಿ ಹಬ್ಬ ವರ್ಷ ಉದ್ಘಾಟನಾ ಸಮಾರಂಭ ದಿನಾಂಕ ೨೬.೧೨.೨೦೧೧



ಉದ್ಘಾಟನೆ : ಸನ್ಮಾನ್ಯ ಶ್ರೀ ಅಶೋಕ್ ಕುಮಾರ್ ಧೋಳಿ
ಅಧ್ಯಕ್ಷರು, ಖಾಯಂ ಜನತಾ ನ್ಯಾಯಾಲಯ, ಮೈಸೂರು
ಗೌರವಾನ್ವಿತ : ಸನ್ಮಾನ್ಯ ಪ್ರೊ. ಕೆ. ಎಸ್. ರಂಗಪ್ಪ
ಅತಿಥಿಗಳು ಕುಲಪತಿ, ಕರ್ನಾಟಕ ರಾಜ್ಯ ಮುಕ್ತ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು
ಸನ್ಮಾನ್ಯ ಶ್ರೀ ರಾಜಶೇಖರ ಕೋಟಿ
ಸಂಪಾದಕರು,, ಆಂದೋಲನ ದಿನಪತ್ರಿಕೆ, ಮೈಸೂರು.
ಸನ್ಮಾನ : ಮಾನ್ಯ ಶ್ರೀ ಹೆಚ್. ಬಿ. ಆನಂದ್
ಮಾನ್ಯ ಶ್ರೀ ಎಂ. ಜಿ. ಉಸ್ತಾನಿ
ಡಾ. ಮುನಿರಾಮಪ್ಪ
ಡಾ. ಎಸ್. ಪಿ. ತಿರುಮಲರಾವ್
ಅಧ್ಯಕ್ಷರು, ಕರ್ನಾಟಕ ಗ್ರಾಹಕ ವೇದಿಕೆ ಮತ್ತು ಸಂಪಾದಕರು ಗ್ರಾಹಕ ತರಂಗ

ರಾಷ್ಟ್ರಗೀತೆಗೆ ಶತಮಾನೋತ್ಸವ ರಾಷ್ಟ್ರಕವಿ, ಗುರುದೇವ ರವೀಂದ್ರನಾಥ ಟ್ಯಾಗೋರ್ ೧೫ ನೇ ಜನ್ಮದಿನೋತ್ಸವ ೨೮-೧೨-೨೦೧೧



ಉದ್ಘಾಟಕರು : ಮಾನ್ಯಶ್ರೀ.ಪಿ.ಜಿ.ಆರ್.ಸಿಂಧ್ಯಾ ವಿಶ್ರಾಂತ ಗೃಹ ಸಚಿವರು
ಕೃತಿ ಬಿಡುಗಡೆ : ಪದ್ಮಶ್ರೀ.ಡಾ.ದೇಜಗೌ ಗೌರವಾಧ್ಯಕ್ಷರು, ಚು.ಸಾ.ಪ., ಕೇಂದ್ರ
ಸಮಿತಿ ಅಧ್ಯಕ್ಷತೆ : ಮಾನ್ಯಶ್ರೀ.ಎ.ಎಸ್.ಸತೀಶ್ ಅಧ್ಯಕ್ಷರು, ಐ.ಇ.ಐ.ಮೈಸೂರು
ಅಭಿನಂದನೆ : ವೈದ್ಯರತ್ನ ಡಾ.ಡಿ.ತಿಮ್ಮಯ್ಯ ಅಧ್ಯಕ್ಷರು, ದೇಜಗೌ ಜ್ಞಾನವಾಹಿನಿ
ಅಕಾಡೆಮಿ ಟ್ರಸ್ಟ್ ನೆನಪಿನ ಕೊಡುಗೆ ವಿತರಣೆ : ಮಾನ್ಯಶ್ರೀ.
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ಮೈ.ನ.ಪಾ ಮುಖ್ಯ ಅತಿಥಿಗಳು : ಮಾನ್ಯಶ್ರೀ.ಹೆಚ್.ವಿ.ರಾಜೀವ್ ಅಧ್ಯಕ್ಷರು,
ಮೈಸೂರು ಸಹಕಾರಿ ಯೂನಿಯನ್ ಮಾನ್ಯಶ್ರೀ.ಡಿ.ವಿ.ಬಡಿಗೇರ ಅಧ್ಯಕ್ಷರು, ಗದಗ
ಜಿಲ್ಲಾ ಚುಟುಕು ಸಾಹಿತ್ಯ ಪರಿಷತ್ ಮಾನ್ಯಶ್ರೀ.ರೊ.ಎಂ.ಮಲ್ಲರಾಜೇ ಅರಸ್
ಸದಸ್ಯರು, ಮೈಸೂರು ಜಿಲ್ಲಾ ಧಾರ್ಮಿಕ ಪರಿಷತ್ ಡಾ.ಟಿ. ಅನಂತಪದ್ಮನಾಭ
ಗೌರವಾರ್ಥಿ, ಐ.ಇ.ಐ., ಮೈಸೂರು

Inaugural address by Sri. P. G. R. Sindhya former Home Minister, Govt. of Karnataka

It was the two patriotic songs Jana Gana Mana... and Vande Matharam.. that inspired the Indian masses in general and the youths in particular to join the freedom struggle which ultimately resulted in we getting Independence, observed former Karnataka Home Minister.

Speaking after inaugurating the centenary celebrations of Jana Gana Mana and 150th birth anniversary of its author Nobel Laureate, Rabindranath Tagore, Sindhya said that Jana Gana Mana reflected the culture, tradition, heritage and integrity of the country. Stating that Jana Gana Mana was instrumental in uniting the country, Sindhya regretted that the State and Central Governments were not celebrating the centenary of the National Anthem in a grand manner owing to regional discriminations.

The former Home Minister, who said that even Rabindranath Tagore may not have imagined that his song would one day become the National Anthem. He regretted that the state and central governments have failed to celebrate the completion of the 100th year of National

Anthem. The National Anthem will not divide the country on the basis of caste, religion and other issues but brings unity among people. If people realise the meaning of the National Anthem in its true spirit.

The country's National Anthem, 'Jana Gana Mana' is second only to Bhagvadgita in terms of popularity. Most of the Geethanjali works have been translated into many languages, including foreign languages. After Vivekananda, Tagore was the person who visited foreign countries to spread awareness on Indian culture and tradition, 'he added. When Rabindranath Tagore penned the National Anthem, people were fighting for the Independence. In that time, 'Jana Gana Mana' and Vande Mantharam had inspired freedom fighters. No other Noble prize winner has penned national anthem, 'he added. He said that Tagore had inspired many writers, including Mahatma Gandhiji and poet Kuvempu.

Lamenting the lack of unity among Indians, Litterateur Dejugow said that cast, religion, language have always disunited the country at one stage or the other. He was speaking after releasing the limericks on Tagore to mark the mystic poet's 150th birth anniversary celebrations and centenary celebrations of the National Anthem.

Dejugow said, earlier, India was the role model for other countries, whereas now the position is different. Caste is playing a major role and though the people have been called up on to break these barriers they are not ready to listen. Expressing his disappointment over state government not celebrating the 100th year anniversary of the National Anthem, he said that politicians were more focused and worried only on Anna Hazare's fight against corruption and implementation of effective Jan Lokpal Bill. If the politicians had worked properly, India would have developed to a greater extent, he added.

The younger generation should visit Tagore's works and songs in order to understand the composition of this nation better. This country is not just restricted to different cultures or languages, it is about the comprehensive richness of everything that has co-existed without compromising on any identity.

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