



VISUALIZATION

An effective language for Organizational Time Management



DIPAYAN BANERJEE

An Entrepreneur **Dipayan Banerjee** completed Integrated B'tech and M'tech in Mechanical Engineering from IIT Kharagpur, India in 2007. He holds a patent for Design and Development of "Desktop Artificial Hip Joint Simulator" as a part of the Master's project. He has previously worked with "Larsen & Toubro" briefly in the RADAR section of Heavy Engineering Division & co-founded "Anthelion Technology Pvt. Ltd" in 2008. Presently he is managing all aspects of the company as the Director & C.E.O. The company is in the business of Engineering Visualization. Mr. Banerjee also founded "Sambhavami Foundation"- an initiative to create a platform for the people in the bottom of the economic pyramid to come up with ideas and convert them to enterprises. He also works closely with "Enterprise Development Institute (EDI)" a subsidiary of BNCCI and has been invited to give more than 13 Guest Lectures in institutes and colleges in Bengal on "Entrepreneurship as a Career" for students. He has taken over the financial responsibility of the "Children's home" in Ullon, Lakhikantapur for the organization "VSSU" where 37 kids are supported and motivated.

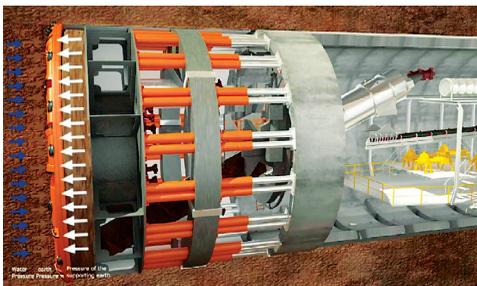
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Even life has an expiry date. But we seem to ignore this truth all the time. Time is the ultimate master. Sometimes it works as a compassionate healer, sometimes it punishes those who disrespect it. Managing time is considered to be a bigger success than managing wealth. Because wealth might come and stay, but time will not.

It is therefore extremely important that Time Management is looked into more deeply than just an essential day-to-day topic. From a young age, management of time helps in education, covering all subjects and preparation for exams. Effective time management during exam helps in covering the entire question paper and maximising the marks. The growing up years of youth is aided by time management leading to fulfilling growth and optimising knowledge, skill and expertise. Therefore success depends a lot on how Time Management skills are imbibed in a person from childhood.

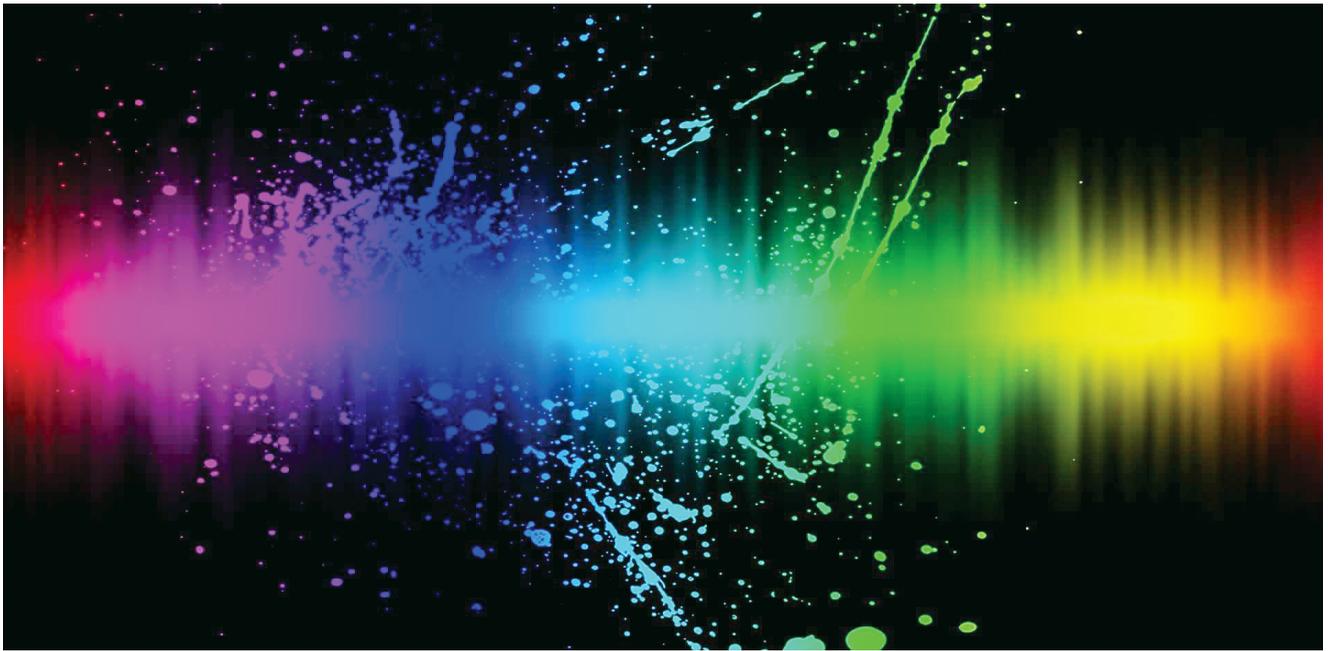
At work Time Management is the only Mantra for success. The Client always wants the work to be completed yesterday. The Boss wants highest efficiency. The Management wants maximum profit. The only way to achieve all at a time is the best management of Time & Resources - both at individual level and organizational level.

When it comes to individual level, getting structured and using the brains is the key. But at organizational level, the complexities as well as stakes are very high. For example, The construction of a Bridge, a Hydro-electric Dam, the Metro Rail Tunnel or Oil Rig Jacket on which the Rig Platform sits.



All these 4 kinds of projects involve millions of rupees, thousands of man-hours and large amounts of Man & Material handling skills. At organizational level therefore, a minute extension of work will lead to millions of rupees of cost.

It is in these conditions, when stakes are high and situation is complex, use of Visualization tool comes into play. Planning is always done at the management level. But then the key to the success of any Project depends on how effectively the planning is understood by every person involved and responsible for the project - unanimously all should be on the same



page. Just like every member of “Ocean’s eleven team”, every individual should clearly know their exact role and exact moment of action. To achieve this it is extremely important that the right communication happens to the various levels of individuals working.

A strong communication collateral would be a Film made with Animation, which will not only describe the project, will display in detail how it will look like when completed and will also show the entire construction or manufacturing process. These kinds of Visualization films are called Project Profile or Process Profile. They can show with a time dimension the exact steps in which the project or process will progress.

Next comes the stage where individual teams needs to be trained and communicated about their part of the job. This demands extremely strong training modules that describes in detail every step of operation, criticality, role of the operator, do’s and don’ts and the exact time in which every action is to be implemented. The best way to communicate this part of time management training is again 3D Animation and Graphics.

It is also important for Management and Project Planners to evaluate the progress at various stages and discuss them and decide accordingly for the next stage of progress. This is an important component of Time Management and again communication of these aspects among various stakeholders is best done with statistical information converted to Visual Medium showcasing the exact progress.

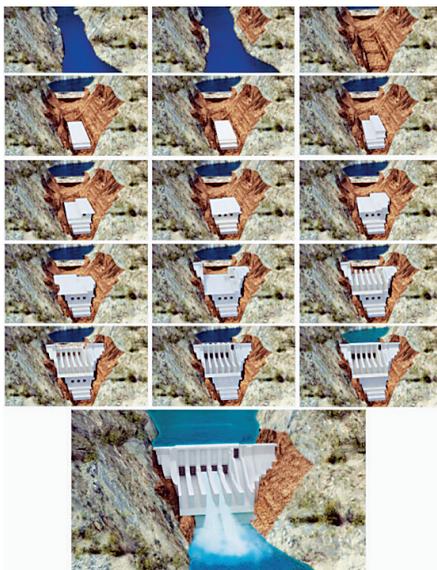
Time Management at Organizational Level is therefore a lofty task involving various levels of performers, for - Planning, Training, Evaluation, Re-planning and Implementation. It is also important to critically communicate important aspects of Environmental Safety & Sustainability to all stake holders. They also play an important part in Project Implementation within Time.

In this entire endeavour, Visualization is the key communication tool for effective implementation of Time Management. As the readers of

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this article, it is therefore important for you to understand that Modern Day Organizational Time Management critically demands effective communication among stake holders and the best way is Visualization using 3D / 2D Animation, Videos, Images and Graphics, converting them into effective films with Voice and Music Background.

Such tools will aid the implementation of Time Management within and without the Organization, among its Management, Workers, R&D, Project Management Group, Clients, Vendors etc. It is very much clear today that the company who can deliver faster will live longer. For example, L&T's Oil & Gas division implemented a 13,500 MT Jacket for ONGC's Oil Rig "Mumbai High North" near Mumbai, India in 11 months. It is claimed that any other organization today requires at least 15 months to deliver a project of same size.



Such effective management of Time is only achieved through the following three attributes — rigorous planning, extreme engineering and effective team playing. But it is also important for you to understand that the key thing that optimally connects the three attributes is effective communication using Visual Means—Engineering Visualization films as you can see in the image.

Companies like HCC bid for large projects like a Hydro-electric Dam, where they need to project how much will be completed in each milestone. A visual set of images showing 16 stages of completion in 16 milestones showcases effectively how the project will be completed in 16 quarters or 4 years.

This is how Time Management is aided and communicated in the present day and Engineering Visualization is the language for future. Adapt & Survive time or else perish..! **PMT**