

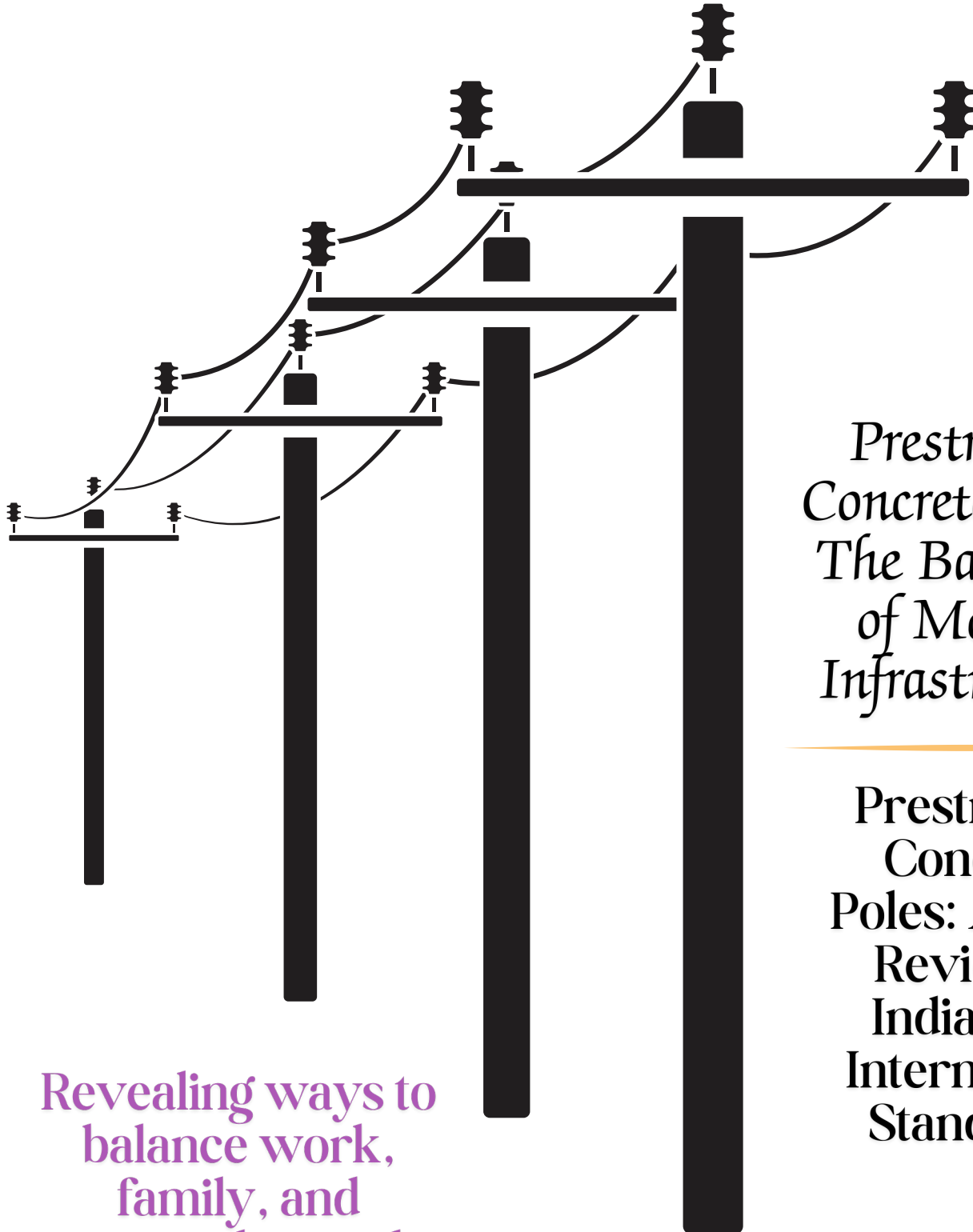


MANCHUKONDA<sup>TM</sup>  
Insights



Edition **1**  
July 2024 - September 2024

The Magazine of Prestressed Cement Concrete Poles



*Prestressed  
Concrete Poles:  
The Backbone  
of Modern  
Infrastructure*

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**Prestressed  
Concrete  
Poles: A Short  
Review of  
Indian and  
International  
Standards:**

*Revealing ways to  
balance work,  
family, and  
personal growth  
in life*

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Start where you are.  
Use what you have.  
Do what you can.

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JUNE - AUGUST 2024

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### The Enchanted Path to Professional Triumph and Inspiration

Embark on a remarkable journey toward professional growth and become a source of inspiration for those around you. Here's a practical two-part plan:

#### Fuel Your Progress with Mini-Quests:

- **Set Achievable Goals:** Start by conquering small victories on your way to achieving your grand aspirations. Identify a specific, achievable task that aligns with your career dreams. This could be scheduling a networking meeting with a mentor, enrolling in an online course to hone a key skill, or researching a specific industry trend.
- **Do It and Share It:** Once you've chosen your mission, complete it with dedication! Then, strategically share your progress. Update your LinkedIn profile, discuss it at networking events, or mention it in team communication forums. Frame it as the first step in your larger professional story.

#### Celebrate Victories, Big and Small:

- **Build a Supportive Network:** Professional development thrives with support. Recognize individuals in your network who are also dedicated to their growth.
- **Celebrate Milestones:** When a colleague achieves a milestone, like earning a challenging certification or receiving client praise, acknowledge and celebrate their success. This could be through a public recognition online, a personalized congratulatory note, or expressing your enthusiasm at team meetings.
- **Inspire Passion:** While you can't force others to be passionate, you can ignite their enthusiasm. Share your own passion, vision, and dedication. Enthusiasm is contagious!
- **Offer Mentorship:** Motivate others to take charge of their goals. Assist them in crafting strategic plans, breaking down tasks into manageable steps, and setting measurable milestones. Offer support, guidance, and feedback along the way.
- **Lead by Example:** Live by the values you want to inspire in others—integrity, resilience, empathy, and perseverance. Be the kind of leader who embodies the change you wish to see.
- **Celebrate All Wins:** Acknowledge achievements, regardless of size. Embrace successes, learn from challenges, and share inspiring stories. Everyone appreciates a compelling success story.

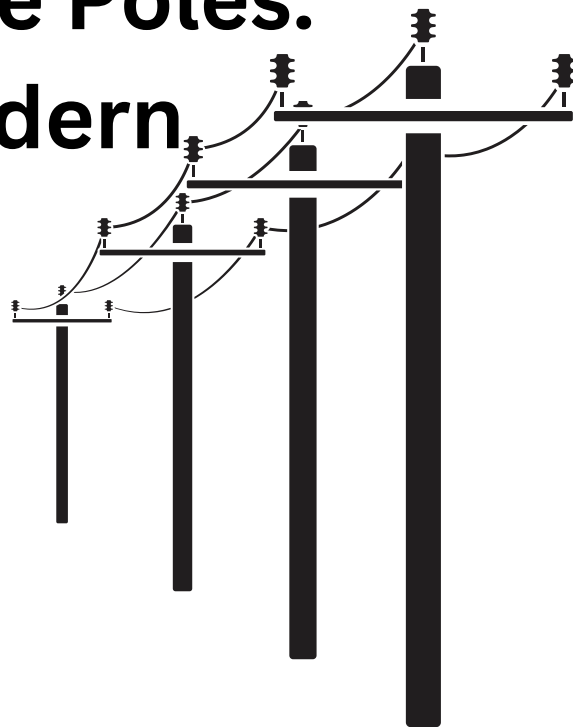
By taking these steps and fostering a culture of shared success, you'll not only propel your own career forward but also inspire your colleagues to reach their full potential. Remember, success is a continuous journey, and each small step counts.

Unlocking your potential and inspiring those around you paves the way for shared success. Manchukonda Magazine empowers readers to become future leaders, guiding them on this collective journey.

- Bheemesh Kacharagadla  
Editor in Chief

# Prestressed Concrete Poles: The Backbone of Modern Infrastructure

Prestressed cement concrete (PCC) poles are ubiquitous elements within our urban and rural landscapes. These robust structures serve as the silent workhorses supporting the electrical grid, ensuring the uninterrupted flow of power to our homes and businesses. They also play a critical role in facilitating our communication networks, enabling access to telephones, televisions, and the ever-expanding realm of the internet.



## **Manchukonda Prakasham Industries: A Global Leader in PSCC Pole Manufacturing**

Manchukonda Prakasham Industries India Pvt. Ltd. (Manchukonda) is a prominent force within the global Prestressed Cement Concrete (PSCC) pole market. We distinguish ourselves not only by offering the world's most extensive PSCC pole portfolio, but also by providing both prestressed and reinforced concrete options. This comprehensive suite of solutions caters to the diverse and evolving needs of the infrastructure sector.



## **Pioneering Innovation in PSCC Technology:**

Manchukonda's core expertise lies in the manufacturing of PSCC poles. These poles represent a significant advancement over traditional cement concrete poles. They achieve superior structural strength and resilience by incorporating pre-stressed, high-tensile steel wires within their design. This innovative approach allows them to withstand even the most demanding environmental conditions.

## **Adherence to Rigorous Standards:**

Manchukonda prioritizes adherence to the stringent specifications established by the Rural Electrification Corporation (REC) of India. Additionally, we demonstrate a commitment to fulfilling the specific requirements of various customer organizations engaged in government-led rural electrification programs. This unwavering commitment to compliance ensures seamless integration with existing infrastructure and facilitates smooth execution of new projects.

## Customized Solutions for Optimal Performance:

We understand that every project presents unique requirements. Manchukonda offers a comprehensive selection of PSCC poles, ranging in length from 8.0 meters to 11.0 meters and strength from 140 kilograms to 400 kilograms. This extensive product portfolio allows us to provide a customized approach. The length and strength of each pole are meticulously selected based on a thorough evaluation of the specific height and weight requirements at the installation site.

## Unwavering Commitment to Quality and Durability: to Quality and Durability:

Manchukonda's PSCC poles are meticulously crafted to deliver exceptional performance and longevity. These robust, solid structures boast a rectangular cross-section that tapers along their length. This optimized design maximizes strength and stability, ensuring reliable operation for decades to come.



## Partnering for Infrastructure Success:

By choosing Manchukonda Prakasham Industries as your PSCC pole supplier, you acquire more than just a product. You gain a trusted partner committed to providing high-quality, durable solutions that empower the development and ongoing success of critical infrastructure projects around The Indian subcontinent.

## Unveiling the Advantages of Prestressed Concrete Poles: Advantages of Prestressed Concrete Poles:

The widespread adoption of PCC poles can be attributed to several key advantages:

- **Exceptional Durability:** Prestressed concrete exhibits remarkable resilience against harsh weather conditions, including high winds, ice storms, and even seismic activity. Unlike traditional wooden poles, they are completely impervious to rot and insect damage, ensuring long-term structural integrity.
- **Minimized Maintenance Requirements:** Prestressed concrete poles require minimal ongoing maintenance, significantly reducing lifecycle costs.
- **Extended Lifespan:** These robust structures boast an exceptional lifespan, often exceeding 50 years with proper care. This translates to significant long-term cost savings and minimizes the need for frequent replacements.
- **Economic Efficiency:** With extended lifespan and minimal maintenance requirements make them a more cost-effective option over the extended life cycle of a project.

## Standards and Manufacturing Process:

The manufacturing process for Prestressed Cement Concrete (PSCC) and Reinforced Concrete Cement (RCC) Poles follows several steps, as outlined in REC Specification 15/1979, Indian Standards IS 1678:1998 [PSCC Poles], and IS 785:1998 [RCC Poles].

- **Concrete Mixture Preparation:** High-quality concrete is prepared by mixing cement, sand, aggregates, and water. The concrete mix adheres to the requirements specified in IS 1343:1980 and IS 456:1973.

- **Prestressing:** Steel wires or strands are embedded in the concrete before it sets. These wires are then tensioned to induce compressive stress in the concrete. The maximum compressive stress during prestressing should not exceed 8 times the maximum cube strength at 20 days, which should not exceed 420 kg/mm<sup>2</sup>.
- **Molding and Casting:** The concrete mixture is poured into molds with the appropriate dimensions. The molds are designed to create the desired shape and size of the pole. The poles are then cast and allowed to cure.
- **Curing:** The freshly cast poles are kept in a controlled environment for curing. Proper curing ensures the development of strength and durability.
- **Quality Control:** The poles undergo rigorous quality checks. These checks include testing for dimensions, strength, and other relevant parameters according to IS 2905:1989 (Methods of test for concrete poles for overhead power and telecommunication lines).
- **Transport and Installation:** Once cured, the poles are tested as per IS 2905:1989 and then transported to the installation site. For proper handling and erection, customers should follow IS 7321:1974 (Code of practice for selection, handling and erection of concrete poles for overhead power and telecommunication lines). The poles are then erected and secured in place to support power lines.

In essence, prestressed concrete poles (PSCC) are integral to the maintenance of robust power distribution networks. These poles, a cornerstone of modern infrastructure, boast remarkable longevity, minimal upkeep demands, and exceptional durability. They represent a cost-efficient and reliable solution for bolstering the dynamic requirements of electricity and communication grids. Operating discreetly in the background, these steadfast structures uphold the seamless functioning of contemporary society, showcasing the prowess of civil engineering.

Manchukonda has meticulously crafted PSCC Poles within cutting-edge manufacturing facilities that adhere to global benchmarks. For any further inquiries, please contact us at [sales@manchukonda.com](mailto:sales@manchukonda.com).



Brick by brick, construct your pathway to success.

**"A successful individual is someone who can construct a sturdy groundwork using the bricks that others have thrown at him."**

**Manchukonda Prakasham**

# Prestressed Concrete Poles: A Short Review of Indian and International Standards

Prestressed concrete poles serve as vital elements in contemporary infrastructure, offering sturdy and enduring support for diverse applications like electrical transmission lines, lighting systems, and telecommunication networks. This comprehensive review delves into the regulations governing the design, production, and assessment of prestressed concrete poles. It juxtaposes Indian standards with those established by international organizations to illuminate best practices and areas ripe for enhancement.

- **Indian Standards:** Within India, the Bureau of Indian Standards (BIS) plays a pivotal role in crafting standards that uphold the quality and safety of prestressed concrete poles. Key benchmarks include IS 1678:1998, delineating specifications for prestressed concrete poles utilized in overhead power lines, and IS 10270:1982, which details the code of practice for designing and constructing prestressed concrete poles.
- **International Standards:** Numerous global standards offer comprehensive directives for prestressed concrete poles. Noteworthy examples include the American Concrete Institute's (ACI) ACI 318, which governs the design and construction of concrete structures, including prestressed concrete poles, and the European Standard EN 12843, focusing on the prerequisites for precast concrete products like poles.

**Comparative Analysis:** While both Indian and international standards share common objectives of safety, longevity, and efficacy, disparities exist in their methodologies. International standards often entail more stringent testing procedures and the integration of cutting-edge materials, reflecting the latest technological breakthroughs and research discoveries. Indian standards, conversely, might be more tailored to local circumstances and available resources.

**Emerging Trends and Innovations:** The realm of prestressed concrete poles is in a perpetual state of evolution, witnessing the rise of innovations like high-performance concrete, advanced prestressing methods, and ecologically sustainable materials. These breakthroughs hold the promise of augmenting pole performance and lifespan while addressing concerns related to sustainability.

**In Conclusion:** Through an examination of Indian and international standards, this review underscores the significance of embracing best practices and remaining attuned to technological progressions in the domain of prestressed concrete poles. Implementation of these insights can pave the way for safer, more effective, and sustainable infrastructure, ultimately benefiting society at large.

**THE  
KNOWLEDGE  
HUB**

**LIFT YOUR SPIRITS**

*badha*

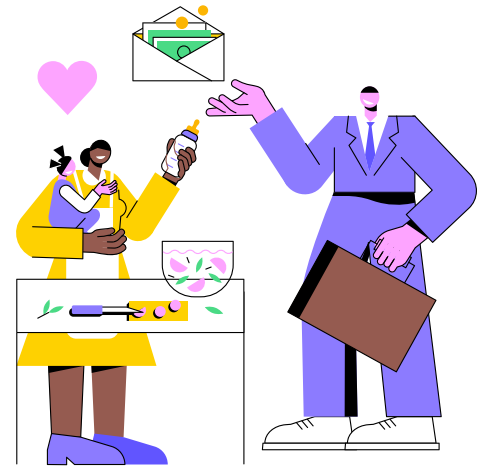
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<https://manchukondafoundation.org>



# Revealing ways to balance work, family, and personal growth in life.



I can provide you with tips for effectively balancing work, family, and personal time to enhance your overall well-being. Here are some recommendations:

1. Allocate a Day for Self-Care: Designate a day each week for personal relaxation and exploration to recharge and rejuvenate.
2. Prioritize Tasks: Begin your day by tackling the most challenging task first to set a productive tone and make subsequent tasks more manageable.
3. Establish Family Routines: Create daily routines that incorporate dedicated time for work, family, and self-care to maintain balance.
4. Identify Priorities: Determine your priorities and allocate time accordingly, being willing to decline tasks when necessary.
5. Manage Stress: Incorporate stress-reducing practices like meditation, exercise, or quality time with loved ones to alleviate stress and maintain balance.

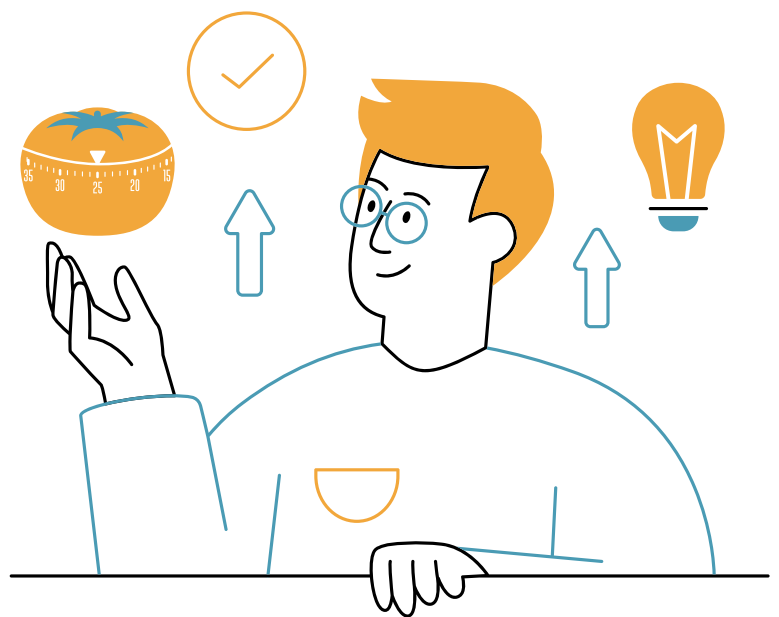
**For effective time management, consider implementing these techniques:**

- Prioritize Tasks: Organize tasks based on urgency and importance, focusing on high-value, goal-oriented activities first.
- Set SMART Goals: Establish Specific, Measurable, Attainable, Relevant, and Time-bound goals to stay focused.
- Plan Your Day: List daily tasks and create a structured plan with clear objectives and available resources.
- Delegate Tasks: Share responsibilities by assigning tasks to competent colleagues to lighten your workload.
- Minimize Distractions: Learn to decline distractions and interruptions to maintain focus and productivity.
- Concentrate on One Task: Engage in single-tasking to improve task efficiency and quality.
- Manage Stress: Employ stress management techniques to remain calm and focused during work.
- Establish Boundaries: Define clear boundaries between work hours and personal time to preserve balance.
- Time Blocking: Allocate specific time slots for different tasks or activities to enhance productivity.

## To enhance focus during work hours, consider implementing these strategies:

1. Evaluate Focus Patterns: Reflect on your work habits to identify distractions and assess your concentration levels.
2. Eliminate Distractions: Create a workspace free from distractions by turning off unnecessary devices and minimizing interruptions.
3. Build Focus Gradually: Train your focus by starting with shorter intervals and gradually increasing them.
4. Engage in Single-Tasking: Focus on one task at a time to improve productivity and task completion.
5. Take Scheduled Breaks: Incorporate short breaks to recharge and enhance overall productivity.
6. Adjust Stimulation Levels: Modify your work environment to suit your preferred level of background noise or music for optimal focus.
7. Exercise Regularly: Physical activity boosts brain function and can help maintain focus during work hours.
8. Prioritize Tasks: Begin with high-priority tasks and break them down into manageable steps for efficient completion.

The Pomodoro Technique, devised by Francesco Cirillo, emphasizes concentrated work sessions known as "pomodoros," interspersed with brief breaks, to optimize productivity and focus. This method of dividing tasks into manageable segments, coupled with regular intervals of rest, serves to prevent exhaustion and sustain enthusiasm for the work at hand.



**For more details on the Pomodoro Technique, a time management method developed by Francesco Cirillo in the late 1980s, here's an overview:**

- Work Intervals: Engage in focused work sessions called pomodoros, lasting 25 minutes each, to concentrate on specific tasks without distractions.
- Short Breaks: After each pomodoro, take a 5-minute break to relax and recharge before resuming work.
- Repeat Cycle: Alternate between pomodoros and breaks, taking a longer break of 15-30 minutes after completing four pomodoros.



Benefits of the Pomodoro Technique include improved focus, reduced distractions, increased accountability, and enhanced motivation.

To adapt the Pomodoro Technique to your work schedule effectively, consider the following steps:



- Plan Ahead: Schedule pomodoros in advance and assign each one to a specific task on your to-do list.
- Take Breaks: Enjoy a 5-minute break after each 25-minute pomodoro to refresh and rejuvenate.
- Personalize Intervals: Customize work intervals and break times according to your preferences for optimal productivity.
- Find a Pomodoro Partner: Share your progress with someone using the technique to enhance accountability and motivation.
- Utilize Apps or Tools: Explore various apps and timers designed for the Pomodoro Technique to streamline your experience.

Consistent practice and experimentation will help you fine-tune these techniques to suit your individual work style and goals.

The Pomodoro technique has been a valuable tool for numerous people, especially those in sales or software development, aiming to boost productivity. Although it's not an instant solution, its effectiveness relies on consistent application by the user. By incorporating this approach into your daily schedule, you can meet deadlines efficiently without undue pressure. Keep in mind that improvements may take time, and facing initial challenges is normal. Persistence is crucial; every effort brings you nearer to achieving your goals. Embrace gradual progress and steer clear of giving up prematurely. **Wishing you success on your path!**

"Don't be afraid to give up  
good to pursue great."

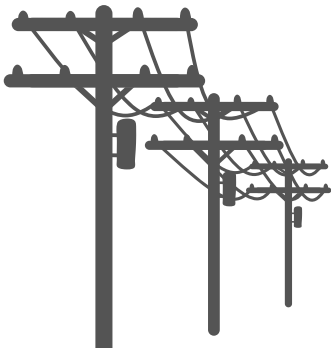
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# THE PAVRS™<sup>+</sup>

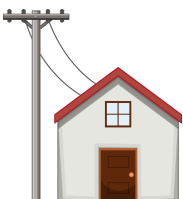
by  **MANCHUKONDA™**  
trust by values

THE PAVRS™ Plus, a mystical brand intertwined with the essence of Manchukonda™ and devoted to Generation Z, weaves a tapestry of allure that transcends ages, beckoning both the seasoned baby boomers and the spirited Generation Z. Within this realm, PAVRS stands as a beacon, embodying the luminous spirits of Manchukonda's noble figures: Prakasham, Arun, Varun, Ravi, and Surrender.



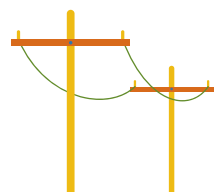
Manchukonda™ is a renowned brand specializing in the manufacturing and distribution of Prestressed Cement Concrete (PSCC) Poles for the Power Distribution and Transmission Industry throughout the Indian Subcontinent. Our manufacturing facilities are strategically integrated with advanced Business Process Management (BPM) technology, ensuring the production of PSCC Poles that adhere to Indian Standards while maintaining a global standard of quality and efficiency in large-scale deliveries.

Recently, we have launched an initiative known as THE PAVRS™. This platform aims to disseminate knowledge regarding the innovative technologies employed in the manufacturing of Prestressed Cement Concrete Poles. Furthermore, we are actively engaging the next generation of civil engineers and relevant students in this project to foster collaboration and drive advancements in the field.



*Let's power up your knowledge*  
with **THE PAVRS™**

*Let's scan and read more here.*



# The mesmerizing waltz of benevolence.



To truly embody philanthropy, one must be prepared to embrace the intricate nuances of life itself.

In recent years, philanthropy has played an increasingly prominent role in community development. Many donor organizations have transitioned from traditional charity-based giving models to more strategic, impact-driven approaches to better serve underserved communities. Nonetheless, achieving substantial change in these communities continues to present a challenge.

Over the past two decades, there has been a noticeable broadening of the array of tools, concepts, and strategies employed by philanthropic organizations to shape and promote social progress and change. Nonetheless, it is essential to subject each new method and approach to critical evaluation to avoid their potential inadvertent entrenchment as orthodox practices, which may in turn limit our capacity to explore more effective means of addressing the broader underlying mechanisms.

The presence of inequality manifests in various forms of deprivation when assessed through diverse development indicators. This inequality is felt at the grassroots level by communities and individuals who experience limited access to quality social services and adequate economic opportunities. Additionally, it is also influenced by broader public and private structures, as well as the intricate nature of human and social complexities, cultural specificities, and traditional realities.

In order to make a meaningful impact through philanthropy, it is important to adopt a holistic and comprehensive approach that embraces the complexities of life. This entails the careful balance of donor influence with available resources, while also maintaining a modest recognition of our limitations in the face of the intricate realities of human existence.



Shri Manchukonda Prakasam Garu couple performing Akshara Abhyasam for girl students in a government school adopted by Manchukonda Foundation

The process of making decisions regarding philanthropic giving involves navigating through what may seem like conflicting choices. It involves deep contemplation surrounding the allocation of resources towards broadening the reach of initiatives or focusing on creating deep impacts in specific communities. There are also considerations regarding whether to invest in a select few promising innovations or to support community building on a larger scale. Similarly, the discourse around whether to prioritize enhancing livelihood options or improving access to basic services presents a complex conundrum. Furthermore, there is a dilemma regarding the allocation of resources towards improving service delivery versus strengthening institutions and systems, in addition to the consideration of investing in research and innovation as opposed to addressing urgent community needs in the immediate term.

These choices are intricately nuanced by the multifaceted context within which endeavors for social growth and change are pursued. Over the years, the concept of 'scale' has become pivotal in the realm of strategic philanthropy. However, it is evident that the definition and interpretation of scale vary depending on the viewpoint within the stakeholder ecosystem.

While scale is often associated with extensive reach, it is essential to discern it from achieving deep, sustainable impact. Furthermore, it is crucial to consider scaling up transformative initiatives to address systemic issues through advocacy and policy changes. Lasting change at scale necessitates investment across various dimensions.

Navigating the terrain of working at scale in most communities requires a multidimensional approach, considering that the drivers of inequality and deprivation might be distant from the locations where their impacts are felt. Achieving scale requires the harnessing of contextual knowledge, lived experience, strategic planning, and localized innovations relevant to the communities.

A comprehensive approach to scaling involves placing equal emphasis on the depth of the impact and the breadth of the reach. Supporting community-based organizations in documenting the indirect impact of their interventions can aid in charting the path forward. In view of the multidimensional nature of scale, assessing the impact cannot be limited to measuring along a single dimension.

Additionally, another critical consideration in strategic philanthropy is the time horizon. Evaluating impact necessitates the framing of a strategic time horizon for expected results. The process of selecting a suitable time horizon may present challenges, but it is an indispensable component of meaningful impact evaluation.

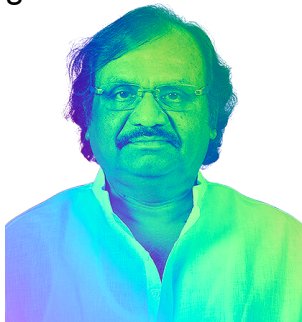
The prominence of temporal considerations in philanthropy is becoming increasingly evident, particularly concerning pressing global challenges such as climate change and the COVID-19 pandemic. Many impactful changes require sustained, long-term investment, underscoring the necessity for collaboration among donors to balance transformative patient capital and short-term investments.

The recent survey by the Rockefeller Philanthropy Advisors highlights an interesting trend. While there is a growing popularity of time-limited philanthropic approaches, the enduring in-perpetuity philanthropic model still holds its appeal. As we look to the future, donors are encouraged to consider the timeline of their philanthropic efforts, balancing immediate impact with long-term legacy-building to maximize their effectiveness.

At the Manchukonda Foundation, we are honored to preserve the visionary values of our founders. They established lasting mechanisms for deploying resources that extend beyond their lifetimes. This strategic foresight continues to align with the practices of modern family philanthropies, as recent data shows.

The main reasons for embracing an in-perpetuity philanthropic strategy include the ability to provide consistent, long-term support for addressing ongoing challenges (71%), reinforcing a family's core values and purpose (56%), and creating a substantial, multi-generational community impact (41%).

Legacy philanthropies like the Manchukonda Foundation play a crucial role in managing the complex interplay of scale and time. They leverage enduring values and a forward-looking vision to address urgent societal and global issues.



In the foreword to "Pathways of Hope – Stories of Courage," the Founder of the Manchukonda Foundation, Shri Manchukonda Prakasham Gaaru, emphasized that philanthropy embodies a deep love for humanity. The enduring legacy of philanthropic trusts lies in transcending limitations of scarcity and time, inspiring a vision of a more equitable and just future—for the betterment of humanity.



MANCHUKONDA PRAKASHAM

"HAPPINESS IS LIKE A BUTTERFLY, ELUSIVE WHEN PURSUED BUT MAY COME TO YOU WHEN YOU ARE STILL."



# GET *Today* THE POWER

Manchukonda Prakasham Industries India Private Limited is a distinguished producer of Pre-Stressed Cement Concrete (PSCC) poles in India, making it a key player in the Electricity Distribution Project. With the highest production capacity in the country, the company manufactures over 2.75 million poles annually. Operating across six locations nationwide, it serves as the preferred supplier for power distribution organizations, ensuring prompt delivery of poles to various destinations. The company is renowned for its swift response in providing large quantities of poles, especially during critical events such as the Hudhud and Gaja cyclones.



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