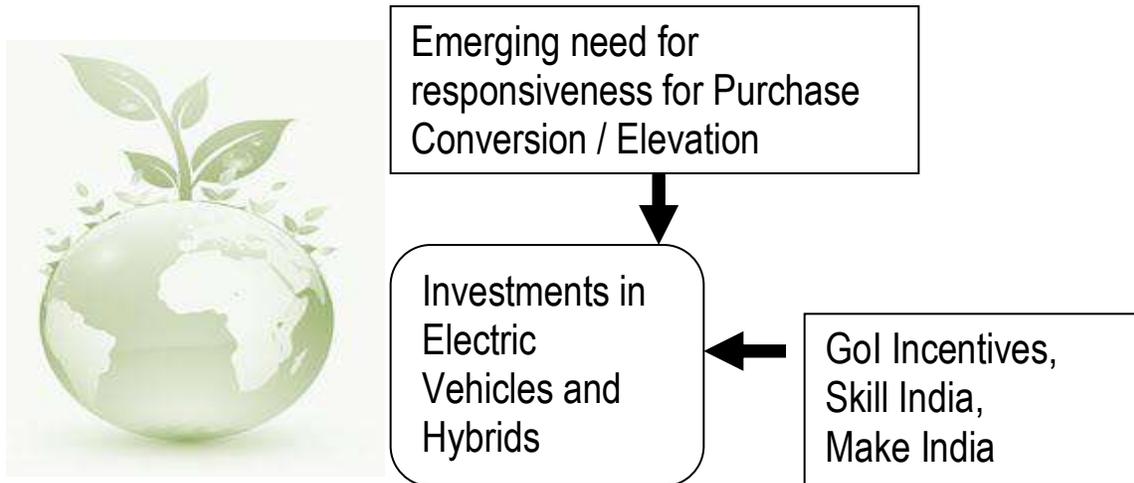


Name of article: Responsive for PC2EV Businesses



By

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Sustainable development is termed as development that meets the needs of the present but does not compromise the abilities of future generations to meet their needs.

Does this mean that organizations must implement policies and deliver for sustainability, profit making and socially beneficial processes? Yes, this is so, but the new requirement is that of machine learning to help purchase conversion from ICE to EV(s) and Hybrids.

AOEC is a small home office involved in gap analysis. It is this interest and the background in developing self-assessment tools that has helped the consultant delayer further. The small office like any business looks out for opportunities to deliver its services.

This article does highlight steps that can alleviate the **two-fold problem** faced by businesses that is to enable (1) purchase conversion or (2) purchase elevation to transition from ICE vehicles to EV(s) and Hybrids.

Today's global market is largely driven by delivering with a futuristic vision in mind, but why is our background to innovate dependent upon reciprocal response for endeavors like **Gol incentives, Skill India, Make India, the GST** etc.

For the sake of interpretation, it needs to be said that all the above endeavors will not make automotive businesses future ready, but will introduce a management team to country wide decisions for sustainable development with good governance.

It is still left to the management team to develop a business model that addresses dynamics in fiscal policies and market growth, where the need to spend will rise.

When a business cannot respond to the two-fold problem or relationship mentioned earlier, it is bound to innovate or reduce investment.

The imperative to make “**Every-suitable automotive business Responsive for PC2EV**” is an endeavor that can internalize the two-fold problem or relationship.

It needs to be said that **the current and worsening environmental pollution and fuel price dynamics** makes it necessary for automotive business to plan for purchase conversion to EV(s) and Hybrids keeping the future in mind.

This article does recommend that the government or high impact corporate(s) must attempt to make all Automotive and associated businesses **Responsive Assets to help this transition**. This article formatively recommends certain steps to help management teams take this reasoning further.

Step 1: Incorporate Social Accountability for EV into the HRA model (to help purchase conversion)

The “**SA8000-EV**” draft is available **on a proof of concept website**
Website URL: www.venkataoec.wixsite.com/mir2020 (Work in progress
MIR2020.1 with Action Centre specific references to the SA8000-EV
standard)

For more information, contact the author at venkataoec@gmail.com or on +919342867666.

Step 2: Incorporate a Responsive Asset View into the business model (to innovate and ensure sustainable development)

The **Responsive Asset View** associated with a business includes ratings for how sustainable is its delivery model independent of its size, geographic location in India, industry sector or scale of operations.

The ratings identify whether the business lifecycle is **green, emergently green or complex as yet in the delivery model** for aspects like

(a) **Procreation to balance demand and supply (proof of concept website** URL: www.venkataoec.wixsite.com/procreation)

(b) **Project management** (where Sustainable Development is integrated into the rest of the best practices)

(c) **Quality management** (where businesses small or big can introspect the need to opt for standards like ISO 9001 and ISO 9004 as this can lead to more de-layering and adherence)

(d) **Site or facility management** (where there is converged improvement for energy conservation, water conservation, chemicals utilization, effluents management, waste management and supply chain management without mandating the need to opt for ISO 14000)

(e) **Trends sensitive human resource administration** (by adding a factor called PC2EV to existing functions like establishing performance and output management, unique value proposition and customer satisfaction). The next section of this article describes more of this.

Step 2(+): Designed ownership to help PC2EV?

Businesses generally use benefits analysis to drive their planning or need for improvements.

We look further to understand a new kind of ownership called designed ownership.

Designed ownership is a new sense-of-pronation based approach to achieve different steps in the organizational lifecycle.

It is a sense of involvement to encourage well-understood and credible strategic activity that can draw results for sustainability.

What does this sense-of-pronation consist of?

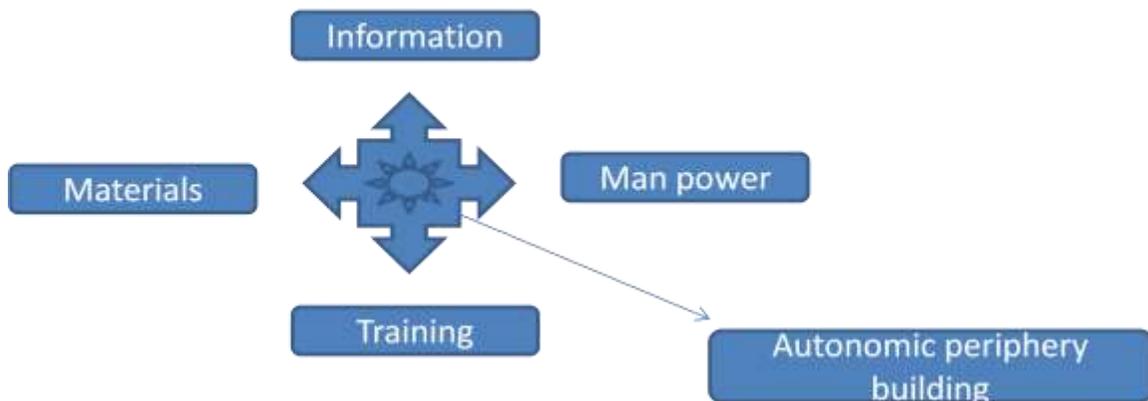
It consists of effort to design self-sustenance on the basis of aspects like improving organizational readiness, focusing on intention to deliver excellent services, visualization for better ownership, commitment for adherence to methodology / structured management systems, affirmation via in-house self-assessments, gaining momentum via knowledge acquisition to reduce the learning curve in the organizational lifecycle and heritage concepts for community benefits, environment conservation/preservation etc.

In history, people as part of the industry have found that not all businesses can be equipped with visionary leadership but the new SMART(ness) called a sense-of-pronation does outline that certain visionary steps need to be practiced in order to ensure that every business can achieve continual excellence and sustainability.

The new SMART(ness)

This new dimension called **Autonomic Periphery Building** adds a **sense-of-readiness and sense-of-pronation** to the existing business lifecycle, so the functions like planning, implementation, operations management, delivery and services are more unified in what they will achieve and proactively address to deliver for the market. We think that PC2EV is a sense-of-pronation.

An illustration of the common line of networking (which is based on 4 functional dimensions of organizational theories)



The next section looks at some cross-realms that can matter while planning trends sensitive human resource administration.

1. The first cross-realm is to add a universal PC2EV HRD Quadrant in fitting automotive business models

One must add a **universal PC2EV HRD Quadrant** to help an interested automotive business collect data, analyze information and utilize systems for the new Autonomic Periphery Building for corporate growth, coordination and overall understanding to deliver in a more unified manner.

Incorporating all aspects of what the rest of the industry calls as an Organizational Behavior Model (OBM) into the universal PC2EV HRD Quadrant of a business model can achieve much of this intent.

For those readers who do not have a background, the following section describes the OBM.

Any Organizational Behavior Model does need to account for the following facets of reasoning

I. Customers needing automobiles respond / act on the basis of a hierarchy of needs

- a. Security and social needs – need to earn or travel for sustenance
- b. Social affiliation or acceptance needs – a need to belong, a need to be accepted by others
- c. Self-esteem needs – need for power, prestige, status, self-confidence
- d. Self-actualization needs – need to maximize one's potential, self-expression
- e. Healing quadrant needs – need to understand, address and reduce enervating aspects or stress levels

It needs to be pointed out that as people add quality to their lifestyles, their affiliation, esteem and actualization needs increase.

II. A Customer Relationship / HRA team must acknowledge the following behavioral sciences

a. Psychology where the focus is on

- + Learning/Competence
- + Motivation
- + Recognition of personality
- + Perception and apparent reasoning/beliefs
- + Need for training or interest in training
- + Product or Service satisfaction or role satisfaction
- + Capability for individual decision-making
- + Inspiration to conserve the environment / innovate for performance
- + Attitude measurement
- + Work stress etc

2. Sociology where the focus is on responses to

- + Conventional theory about needing automobiles
- + Bureaucracy in deciding on or utilizing automobiles
- + Interest or exposure to automotive technologies
- + Business or Organizational or Personal culture
- + Commuter Group dynamics
- + Role of relevant communication by automotive businesses
- + Healthy understanding of future environmental concerns
- + Recognition of conflicts and conflicts management
- + Consumer behavior or relationships

3. **Social psychology where the focus is on**

- + Behavior change management
- + Attitude change management
- + Adept communication in all circumstances
- + Inter-department role play
- + Consumer Group decision-making

4. **Anthropology that focuses on**

- + Automotive technologies and their effect on our cultural diversity
- + Need to conserve the environment and its influence on us
- + Recognition of comparative values, attitudes in consumer groups/customers
- + Understanding of behavior/beliefs through cross-culture analysis

2. The next cross-realm needs the associated teams to look past the current Customer learning and/or Customer Relationship Management systems

Implementing acceptability for (I) and (II) does mean that a team must design customer learning / appraisal systems and incentive planning systems to use feedback for **Purchase conversion to EV(s) and Hybrids**, where this feedback should be collected on an intelligent basis.

Collecting feedback for corporate growth, coordination and overall understanding for this purchase conversion can translate into vision or organizational culture, where this may prevent scenarios where a business is forced to revisit strategies while in states of conflict.

Customer satisfaction

Performance trends and profits generally drive decision making but tomorrow environment quality, air pollution levels, fuel price dynamics, other fiscal downturns may override this decision making, wherein a business may need to remain sustainably strategic or sometimes even operational.

Recommendation

While interacting for enquiries, new model or right option purchases or for help in phasing out of older automobile models, the management team **must enclose a PC2EV report** along with any product or marketing brochure, where it is clearly stated as to what can be done for 2 factors that is

i. Purchase conversion to EV(s) and Hybrids

ii. Purchase elevation to EV(s) and Hybrids

Incorporating this function in customer or potential customer interactions will make an automotive business responsive for the furtherance expected.

3. The third cross-realm is to ensure the PC2EV report incorporates PCLT-S or machine learning for purchase conversion

In this understanding, PCLT-S refers to how technology can be used to ensure proactive learning for purchase conversion or purchase elevation.

Here Purchase conversion is seen as a good option for a customer interested in purchasing an automobile, whereas Purchase elevation is seen as a step that needs more financial considerations and thinking by the customer interested in purchasing and/or more so replacing an existing automobile or potential (conventional automobile) choice.

Recommendation (for proactive involvement for balancing demand and supply)

Today there is no converged thinking outlined for businesses to design and implement systems for balancing demand and supply.

Skill India and Make India are endeavors that can be included in every business model, where the new universal PC2EV Quadrant can reinstate the need for this.

The universal PC2EV Quadrant of a business can leverage the policy making and associated infrastructure being provided by the government to help people move towards Electric Vehicles and Hybrids.

This is deemed necessary as conventional automotive businesses should not turn dysfunctional later; and people should not be left with phased out (conventional) automobiles that cannot be used as before.

This can be enabled further by “skills facilitation” or “specialist training” for knowledge acquisition/transformation to help the automotive business segment move towards Electric Vehicles and Hybrids.

Future enabled or strategic activity to create jobs for the future automobile vision

Integral thinking is needed to create jobs.

Today automotive businesses have their own HRD models or HRA models. This has created jobs for the poor, unskilled, temporary workers or outer circles of skilled employees, where all these sections are part of the employment equation in any country.

Designing a Job Centre would help previously, but today...

Including a universal PC2EV Quadrant can help strategic thinking to achieve the following:

1. Adding EV/H-ramp ups as a new function in employee management systems.

2. Helping staff relate to the needs of India by offering opportunities to each of them to use the Skill India initiative to train themselves for the future automobile vision of Electric Vehicles and Hybrids.
3. Helping business act to avoid becoming dysfunctional, by publishing requirements that are part of an Autonomic Periphery that mandates self-assessment, knowledge acquisition and transformation in focal areas.
4. Adding intrinsic endeavors as part of the Make India initiative to help address
 - a. Transportation needs of people in select cities, regions or locations,
 - b. Customer Relationship / Purchase Conversion needs of people in select cities, regions or locations
 - c. Security and social needs of people in select cities, regions or locations

The people aspect of the Make India initiative can add more realism to what is being projected as a vision to shift towards Electric Vehicles and Hybrids (where there can be 20/80, 40/60, 50/50, 60/40 or 80/20 rules across (EV-or-HEV)/ICE timelines for this vision).

What is the current opportunity window for this vision?

1. An **EV-R-Future Programme and it's Outreach** can be the deciding factor as to how can the industry make people aware/sensitized/enabled and also reach out to automotive businesses to help purchase conversion or elevation.

EV-R-Future to stand for Electric Vehicles Our Future

2. "Enabling related" **Written skills, spoken skills & presentation skills** can also be another factor deciding the ability of human labor to act for need or achieve for purchase conversion or elevation.

3. Acquiring Know-how and **Technical qualifications** to perform for future job profiles.

Tomorrow this may change, it may become necessary for employers and **EV-R-Future** knowledge centres to encourage how and why employees or workers need to avail of knowledge centres for

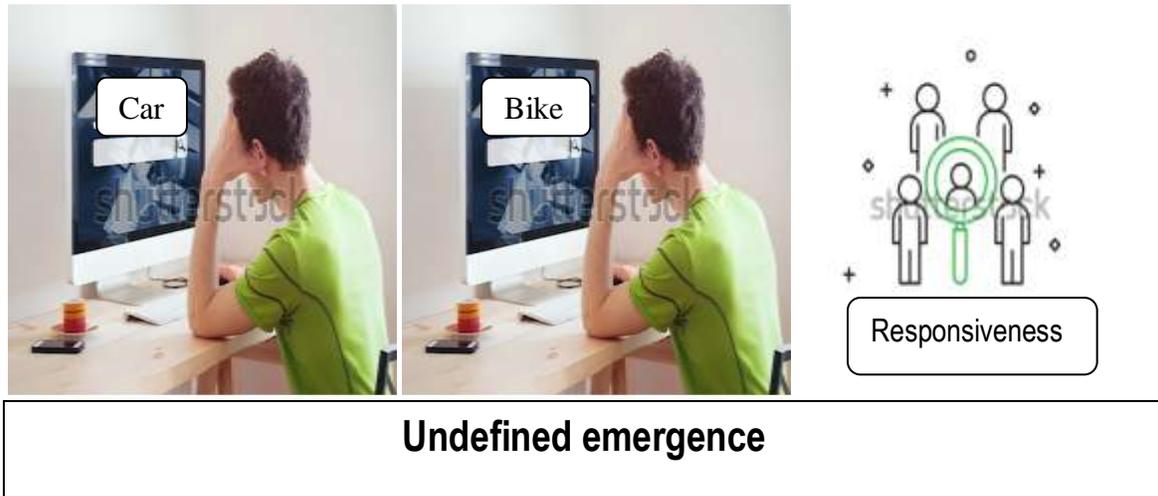
1. Relevant know-how and best practices for Electric Vehicles and Hybrids
2. Solution/product/service related modeling and dimensioning of need
3. Selection of the well known 5M(s) or different enablers to develop or deliver productively,
4. Purchase conversion or elevation “illustration or design”
5. Well-defined staging of purchase conversion or elevation

Integrating an Action Centre (called the PCLT-S Action Centre section) into each automobile business’ or organization’s website can help internal & external ability and involvement.

If GoI led proactive involvement does not help businesses or stakeholders acquire expected skills for shifting to Electric Vehicles and Hybrids, then the automobile business segment will be left searching for Knowledge centres, specialist Human resources and 5M(s) in the future.

5M(s) stand for Machines, Methods, Measurements, Manpower and Money to deliver for a particular vision or line of business.

More introspectively, this can be portrayed as



The author's "**Gap analysis for PC2EV**" includes more details & self-assessments for this area of interest.

For more information, contact the author at venkataoec@gmail.com or on +919342867666.

References

SA 8000-EV - The SA8000-EV is a work-in-progress "proof of concept" voluntary standard for helping the automotive industry, its stakeholders and commuters shift towards Electric Vehicles and Hybrids.

SA 8000 - The SA8000 is a voluntary standard for auditable third-party verification, setting out the requirements to be met by organizations, including the establishment or improvement of workers' rights, workplace conditions and an effective management system.