S.P. MANDALI'S weschool Welingkar Education

YEAR 2021 | ISSUE 111

samvad

SUSTAINABLE MOBILITY

TALK OF THE TOWN

Michelin Innovations for Sustainable Development & G7 Deal to Benefit India

WeChat

Abhishek Sharma
Sales & Marketing Specialist
Wieland Group

MESSAGE FROM THE DIRECTOR

Prof. Dr. Uday Salunkhe
Group Director

Dear Readers,

It gives me great pride to introduce SAMVAD's edition every month. Our SAMVAD team's efforts seem to be paying off and our readers seem to be hooked onto our magazine. At WeSchool we try to acquire as much knowledge as we can and we try and share it with everyone.

As we begin a new journey with 2021, I sincerely hope that SAMVAD will reach new heights with the unmatched enthusiasm and talent of the entire team.

Here at WeSchool, we believe in the concept of AAA: Acquire Apply and Assimilate. The knowledge that you have acquired over the last couple of months will be applied somewhere down the line. When you carry out a process repeatedly it becomes ingrained in you and eventually tends to come out effortlessly. This is when you have really assimilated all the knowledge that you have gathered.

At WeSchool, we aspire to be the best and to be unique, and we expect nothing but the extraordinary from all those who join our college. From the point of view of our magazine, we look forward to having more readers and having more contributions from our new readers.

SAMVAD is a platform to share and acquire knowledge and develop ourselves into integrative managers. It is our earnest desire to disseminate our knowledge and experience with not only WeSchool students but also the society at large.

Prof. Dr. Uday Salunkhe,
Group Director

S.P MANDALI'S weschool Welingkar Education

samvad

ABOUT US

OUR VISION

"To nurture thought leaders and practitioners through inventive education"

CORE VALUES

Breakthrough Thinking and Breakthrough Execution
Result Oriented, Process Driven Work Ethic
We Link and Care
Passion

"The illiterate of this century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn." -Alvin Toffler

At WeSchool, we are deeply inspired by the words of this great American writer and futurist. Undoubtedly, being convinced of the need for a radical change in management education, we decided to tread the path that leads to corporate revolution.
Emerging unarticulated needs and realities require a new approach both in terms of thought as well as action. Cross-disciplinary learning, discovering, scrutinizing, prototyping, learning to create and destroy the mind's eye needs to be nurtured and differently so.
WeSchool has chosen the 'design thinking' approach towards management education. All our efforts and manifestations, as a result, stem from the integration of design thinking into management education. We dream to create an environment conducive to experiential learning.

FROM THE EDITOR'S DESK

Dear Readers,

Welcome to the 111th Issue of SAMVAD!

SAMVAD is a platform for "Inspiring Futuristic Ideas" and we constantly strive to provide articles that are thought-provoking and that add value to your management education.

We have an audacious goal of becoming one of the most coveted business magazines for B-school students across the country. To help this dream become a reality we invite articles from all the domains of management giving a holistic view and bridge the gap between industry veterans and students through our WeChat section.

In this issue of SAMVAD, we bring to you half a dozen articles focusing on "Sustainable Mobility" with a new section of "WeAchievers" highlighting the top performers of WeSchool in various top B-School Competitions and "Talk of the town", which will give you crisp insights about the current happenings in the world.

They say, 'Necessity is the mother of all inventions and the rise of Tesla and other E-vehicles are such inventions that can disrupt the entire mobility sector. The major environmental problems like the threat of climate change are the outcomes of the potential negative impact of transportation. And the one probable solution to this crisis is Sustainable Mobility! It refers to forms of motorised commuting that have a minimal impact on the environment and utilises an optimum amount of natural resources to maintain a balance between regeneration and consumption and subsequently ensure a certain level of sustainability. Thus, in this edition, we have thrown a light on an innovative subject where we wish the upcoming graduates should drive their attention.

Hope you have a great time reading SAMVAD!
Let's read, share and grow with us!

Best Wishes,
Team SAMVAD.

INDEX

WeChat 1

Talk Of The Town 4

General Management 6

Marketing 11

Finance 15

Operations 19

Human Resource 22

WeAchievers 25

Call For Articles 27

Team Samvad 28

S.P MANDALI'S weschool Welingkar Education

samvad

WeChat

ABHISHEK SHARMA

Sales & Marketing Specialist
WIELAND GROUP

1. Could you please take us through your journey from being a Welingkarite to date?

I am a PGDM- Business Design & Innovation pass out of Batch 2016. I have always been an automotive enthusiast and have worked in client-facing roles in different capacities. I am currently associated with a German manufacturer of Induction motor & battery components used in electric vehicles.

WeSchool certainly, has helped to bring out the best in me and carve me into a professional. It has reinvigorated my way of thinking in the business world and has provided several tools that can be applied to the job.

2. How would you describe the sustainable mobility industry?

Sustainable mobility in simple terms means the transportation modes that are sustainable from the viewpoint of social, economic & environmental impacts.

Internal combustion engines have been long runners when it comes to urban mobility in today's world. But, they do have their fair share in contributing to greenhouse gas emissions globally. Even with the most stringent emission norms, the IC engines will continue to produce emissions. Hence, they are unsustainable.

This is where electric mobility switches in with a zero-emission advantage. However, it should be ensured that battery charging is being done from a renewable source of energy i.e.,the sun, the wind, etc.

The sustainable mobility industry encompasses an ecosystem of companies involved in the production of components related to e-mobility.

3. Do you think Sustainable Mobility Sector needs more government intervention to grow at a faster pace in India? According to you what is the impact of government policies in this sector?

Yes, I strongly believe that government needs to intervene in the Sustainable Mobility sector.

The government has already come with the "FAME" scheme (Faster Adoption and Manufacturing of Electric vehicles) under which the purchase of electric vehicles is highly subsidized along with other benefits. The subsidy is applicable only for a specific number of vehicles in each category. FAME-II is rolled out recently to further accelerate EV adoption in India.

From the infrastructure point of view, EV charging would not require licenses for operation.

Government policies are working as a catalyst in generating demand. So far government policies(FAME-I) have led to significant growth in sales of 3W's& Passenger buses (B2B)

consumers. For example, "Tesla" positioned itself as a high-value car that was fast enough to beat most of the conventional cars. "Ather" is also trying to create its niche with OTA updates and fast acceleration.

Secondly, there is not much focus on changing the infrastructure front and it should be built through PPP(Public-Private Partnership) model. For the B2C segment, the charging stations can be put up at home or office.

Thirdly, the initial cost is high for electric vehicles due to which they are unable to switch from conventional vehicle to electric vehicles. Consumers should be made aware of the "Total cost of ownership" which is higher in the case of conventional vehicles due to recurring service costs.

Table 1: EV Sales in India (2014–15 to 2019–20)

Segment	FY15	FY16	FY17	FY18	FY19	FY20
e-2-wheelers		20,000	23,000	54,800	126,000	152,000
e-4-wheelers		2,000	2,000	1,200	3,600	3,400
Buses						600
Total	16,000	22,000	25,000	56,000	129,600	156,000

4. The government of India was unable to achieve its "7 million EV selling target" by 2020. According to you, why are Indians still apprehensive of buying Electric Vehicles?

I think that this apprehension is resulting from a multitude of factors. B2C is a different ball game altogether. The majority of the electric 2W's are unable to come up with an apt value proposition for the

5. Is sustainable mobility attracting enough FDIs in India? Has this sector become attractive from an investor's perspective?

Sustainable mobility hasattracted decent FDI's of almost 20 billion USD in recent years. We would need more inflows in the coming years to support the development of EV charging infrastructure. The government has allowed 100% FDI for the electric mobility industry and has also come

up with a Product Linked Incentive (PLI) scheme to lure major EV global manufacturers to set up a plant in India. Various Indian states are provided land for greenfield projects.
The Indian sustainability sector has indeed become more attractive for investors in recent years.

6. What are the challenges the sector is currently facing?

The major challenge is the import duty imposed on EV components in India. While it is beneficial for the local players, they lack infrastructure / expertise to manufacture these currently.
As highlighted earlier major growth in EV adoption will happen in 3W's (three-wheelers) followed by 2W's (two-wheelers) & buses. Charging infrastructure will remain a major bottleneck and will require significant investment. Initially, the charging infrastructure for two wheelers can be organized for office and home, for three wheelers- battery swapping infrastructure could be organized and urban transit first mover for public transport.

Retail infrastructure also needs a revamp in terms of sales margin. Sales margins for EV dealers should be higher since there are no recurring margins due to no periodic service.

7. What's your advice to the young professionals who will be starting their careers soon?

My advice for the young professionals is that, they should spend initial 4-5 years in grasping the industry knowledge and honing their skills.

They should have basic knowledge of different functions i.e. sales, finance and logistics, etc. to have a holistic view of Business.

2021 Movin'On: Michelin Presents two Innovations To Accelerate the Development Of Sustainable Mobility

At the 2021 Movin'On global sustainable mobility summit, Michelin has transformed ambition into action by presenting two innovations that address some of the major challenges impacting the future of mobility. Designed to make transportation more efficient while conserving resources, Michelin's latest solutions represent core enablers in the efforts being pursued by Movin'On and its ecosystem to foster mobility that is gentler on the planet.

The WISAMO project, an innovative solution to help decarbonize maritime shipping.

The WISAMO system will first be fitted on a merchant ship in 2022 when Michelin expects it to go into production following completion of the trial phase.

Designed and developed by the WISAMO project team, the system is installable on most merchant ships and pleasure craft. Especially suitable for ro-ro ships, bulk carriers and oil and gas tankers, it can be fitted as original equipment on newbuilds or retrofitted on in-service vessels.

TALK OF THE TOWN

G7 deal for minimum 15% global corporate tax to benefit India

A group of the world's richest nations, to back a minimum global corporation tax rate of at least 15 per cent will benefit India as the effective domestic tax rate is above the threshold, and the country would continue to attract investment.

The Group of Seven on Saturday reached a landmark deal to close cross-border tax loopholes used by some of the world's biggest companies. The Finance Ministers of G7 countries, which comprise of US, UK, Germany, Canada, France, Italy and Japan, said they would back a minimum global tax rate of 15 per cent for multinational companies.

They agreed to put in place measures to ensure taxes are paid in the countries where businesses operate, a move aimed at plugging loopholes in cross-border taxation.

The Impact of Electric Vehicles on Transport Industry

General Management

Shristhi Kumari
MBA 2021-23
Symbiosis Institute of Management Studies (SIMS), Pune

Electric Vehicles

Electric Vehicles (EV) are a propitious technology for drastically decreasing the environmental burden of the transport industry. Over 10 years prior and even now, they were recommended by various actors as an essential element in reducing CO2 emissions of especially passenger cars and light commercial vehicles. According to a survey report by Swiss Organization IQAir in 2020, India is home to 22 out of 30 most contaminated cities in the world.

Thus, India has focused on cutting its greenhouse gas emissions intensity by 33% to 35% percent by 2030.Likewise, India imports oil to cover more than 80% of its vehicle fuel. It can lessen reliance on imported raw petroleum advancing India's energy security.

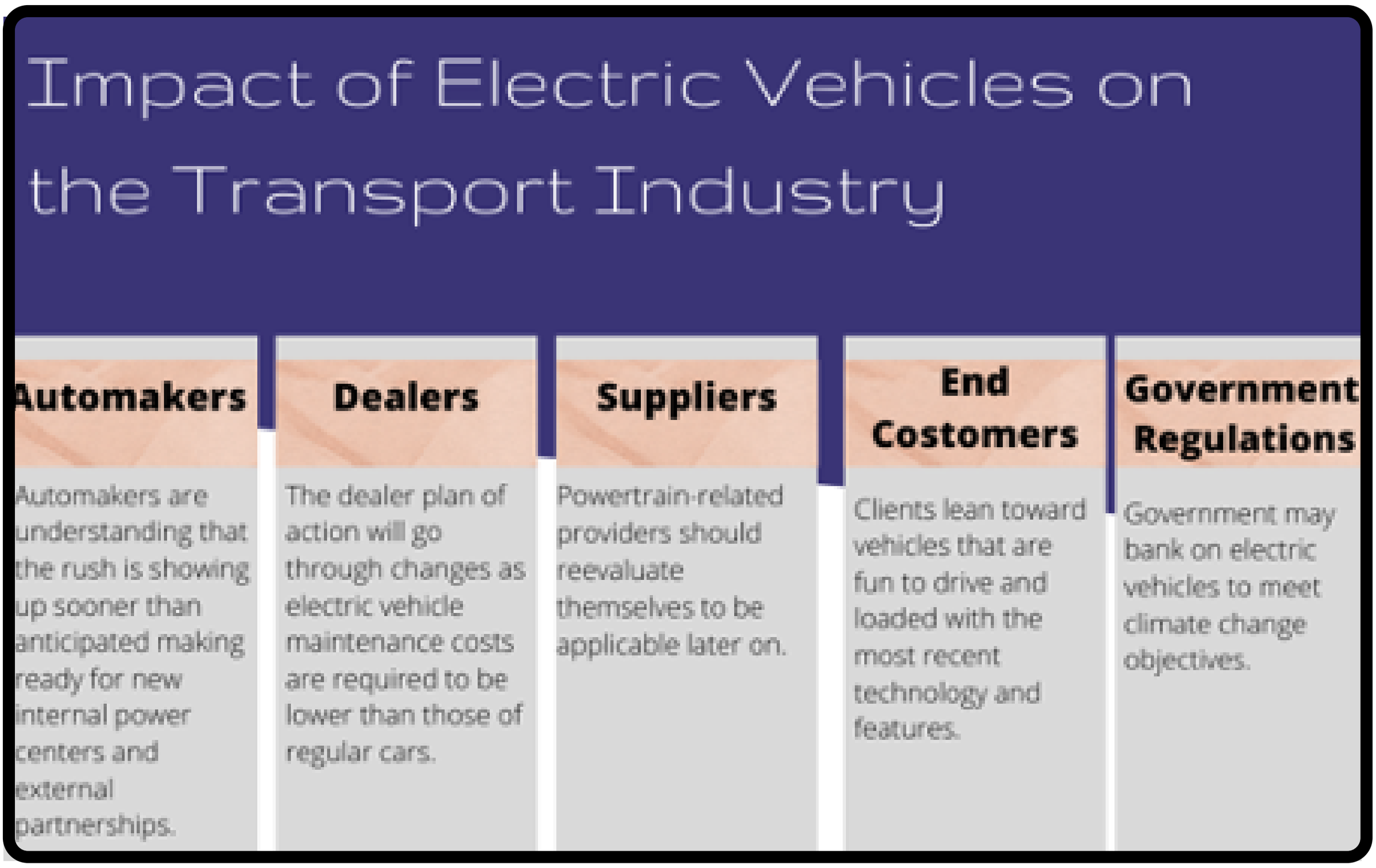
An electric vehicle might be powered through an independent battery, solar panels, or an electric generator to convert fuel to electricity. However, the recent advancements in battery transformation have prompted higher energy densities, quicker charging, and downsize battery degradation from charging. Subsequently, EV manufacturing capacity will promote worldwide competitiveness.

Thus, they add to sustainable development with lower GHG emissions, less air pollution for residents, and new job openings with positive social impact.

Simultaneously, EVs are still a long way from demonstrated innovation. There exist numerous vulnerabilities regarding pivotal issues like:

- Absence of Battery Cell Manufacturing
- Building Charging Infrastructure
- Restricted Grid Capacity
- Cost and business model for large scale business

Thus, the impact of EVs on the transport industry could be well understood by studying all the stakeholders involved.



EV will disrupt the automobile industry

As automakers sell both conventional and electric vehicles in tandem, it will make a huge impact on the automobile industry.

Automakers

Automobile manufacturers are making tremendous investments in electric car divisions as they understand that electric vehicles are disrupting the business. Critical internal changes will occur as groups battle for a lot of budget plans in R&D exercises as well as existing powertrain heavyweights will refuse to move smoothly to electric divisions. Numerous new store network associations should be made and focus will move to new innovations as the auto turns into a genuine computer on wheels.

For instance, Tesla Inc. is a prime company in electric car deals. It creates EV for individuals who expect solid performance from their cars. Its battery is generally proficient among all the EV making manufacturers with the most extreme scope of 370 miles on a single full charge. Subsequently, EV manufacturing capacity will promote worldwide competitiveness.

Dealers

Dealers need to figure out how to sell both electric vehicles and conventional vehicles. Their automotive plan of action is relied upon to change with the development of the electric vehicle and its sales. Tesla also set up a headquarter in Bengaluru, aiming to attract Indian costumers by its Model Y car, the cheapest of the 4 Tesla cars expected to be launched in India which costs around $37000.

Suppliers

Suppliers will be significantly influenced as automakers switch to the electric powertrain. Only a few providers who take suitable drives will endure and succeed. For example, Bosch that has a different division to aim on batteries.

End Customers

Incentives and subsidies will turn the current scenario in favor of electric vehicles. The building of new charging stations networks united with supercharging stations will make the adoption of electric cars simpler for the end customers.

Super driving experience packed with innovative features will make it hard for users to return to conventional motors.

Government Regulations

The government will take the Electric Vehicles Initiative (EVI) seriously as a selection of electric vehicles can decrease the carbon footprint. The government will play a vital role in settling subsidy-related issues to advance and make electric vehicles affordable.

Government should consider giving uncommon advantages like removal of tolls on the expressway and giving charging space to support reception of electric vehicles.

GST should support commercial vehicles that have higher use and drive more KMs, to amplify electric Vehicle Kilometer (VKM).

The Government has already taken initiatives to promote the use of Electric vehicles making up 30% of new sales of cars and two-wheelers by 2030 from less than 1% today.

In addition to that National Electric Mobility Mission Plan (NEMMP) and Faster Adoption and Manufacturing of Hybrid & Electric vehicles in India (FAME India) have been launched by India.

Impact On Stakeholders

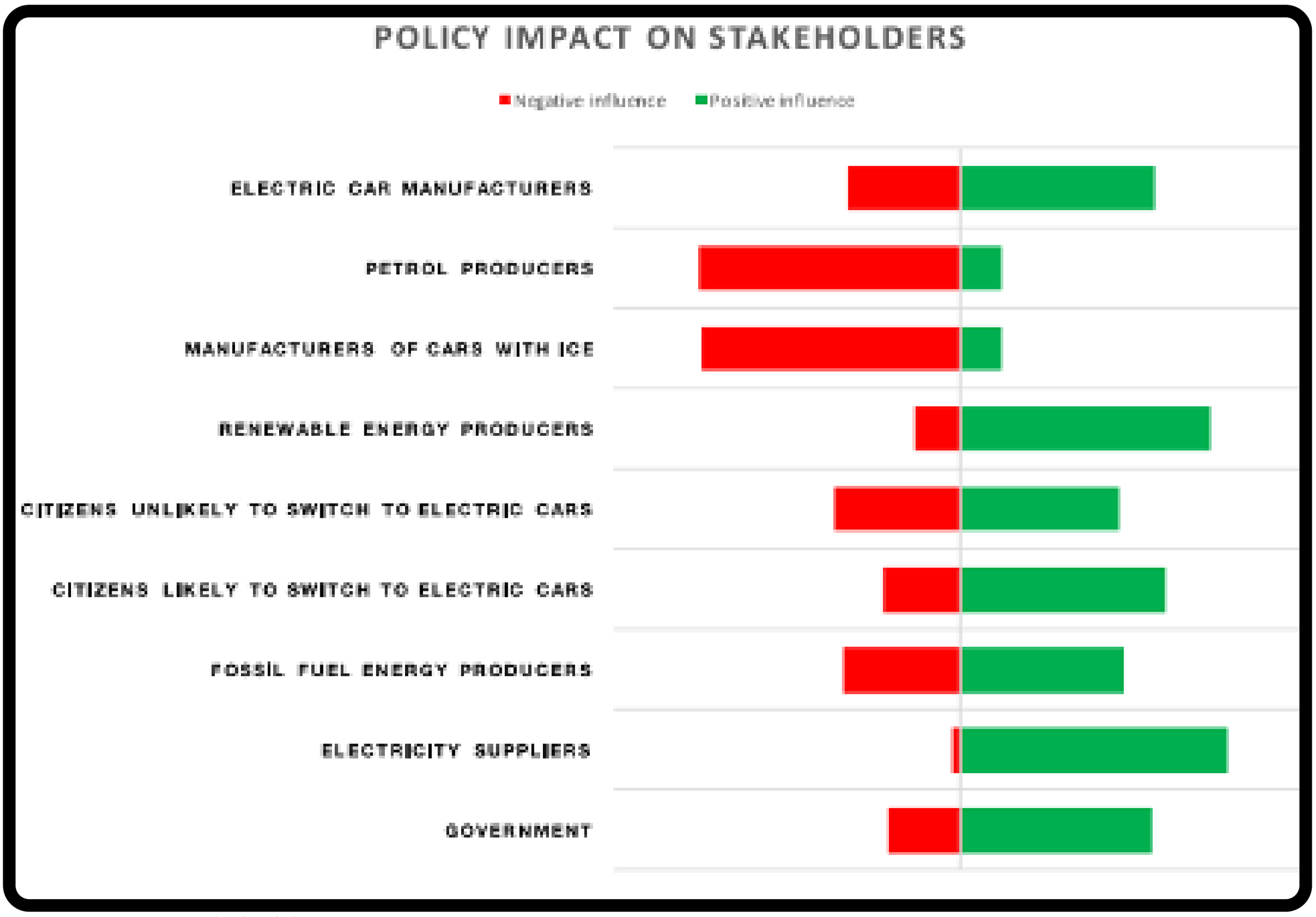


Fig: Impact on Stakeholders

The internal combustion engine (ICE) that has been driving billions of vehicles, has not been disrupted in the course of the past 50 years. In spite of the fact that there have been headways as far as execution and eco-friendliness, nothing much has truly changed in the manner it controls a vehicle.

Batteries and drive units will presently consume the space of IC motors and related accessories.

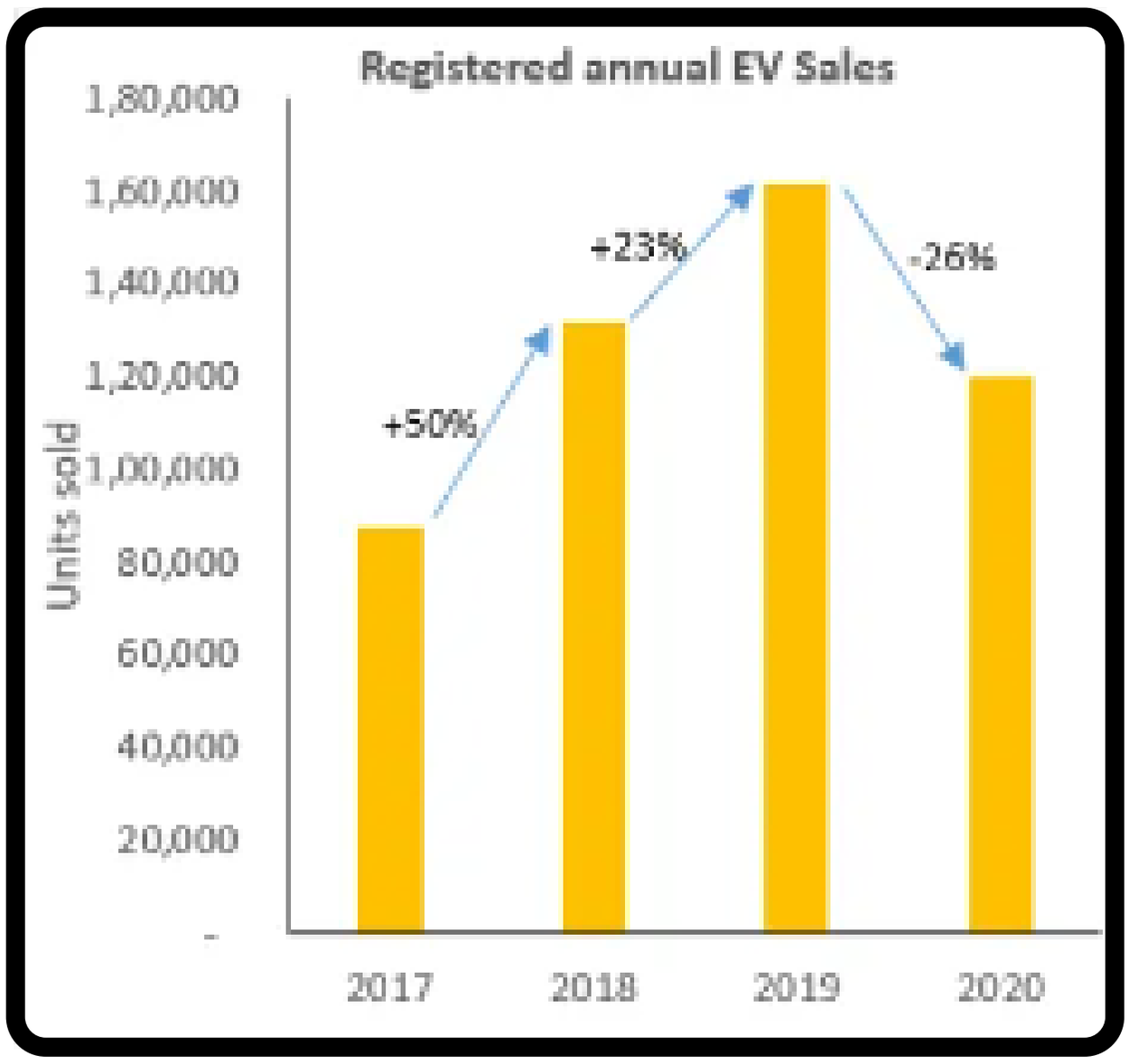
From one viewpoint, it will disturb some industry providers fundamentally, forcing them to redefine their whole product portfolio to be significant in the evolving market.

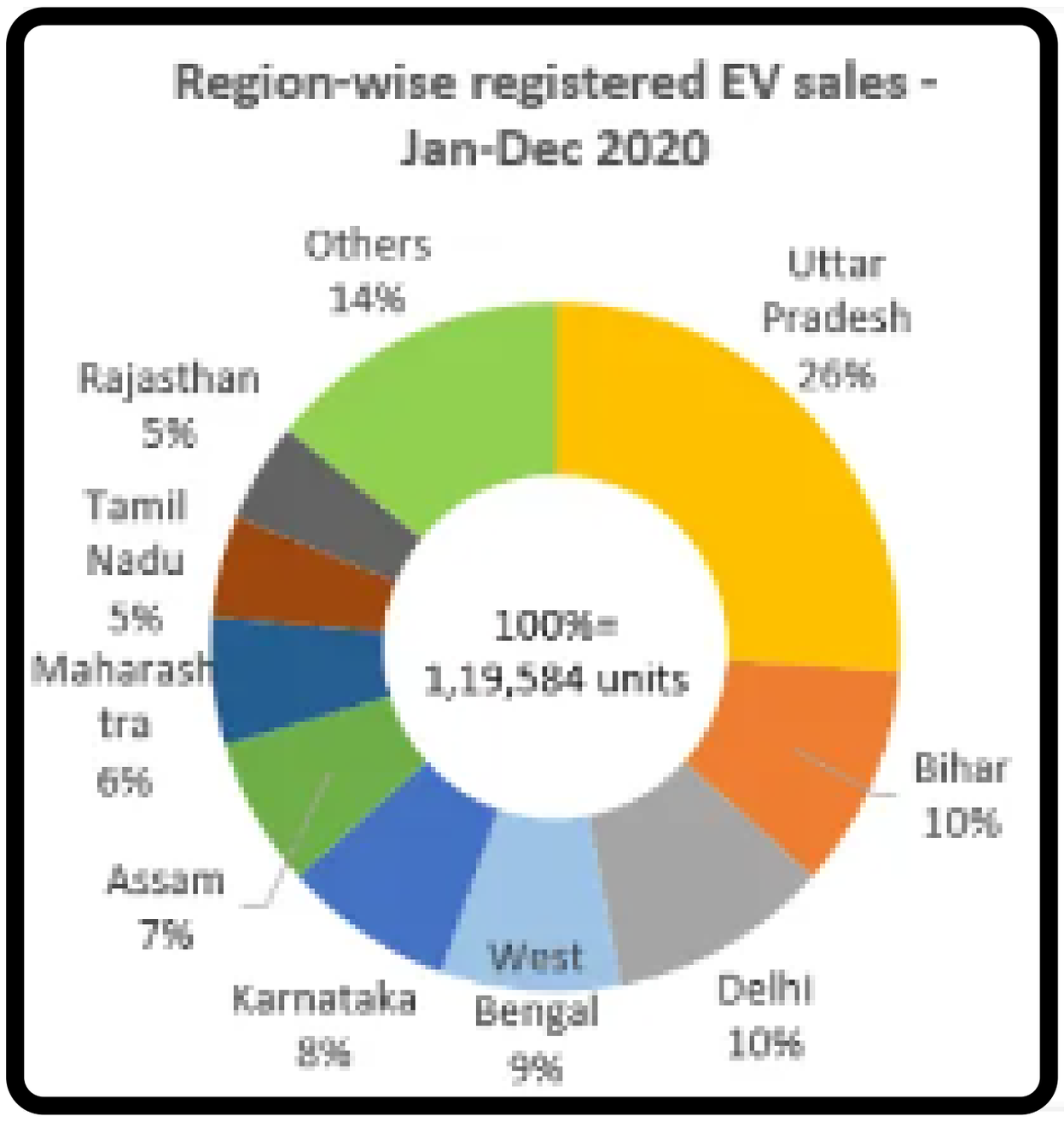
Then again, it will be an inward test for the OEMs as a portion of their most significant groups will lose their situation of impact to the electric divisions.

Due to covid-19 in past year there is a significant change in the course and dynamics of global markets. The e-mobility or the electric vehicle (EV) domain, similar to some other industry, was vastly impacted by the effects of the worldwide pandemic.

Diverse YOY patterns portraying the wavering track of EV deals are informed hereafter. The overall registered EV sales Pan-India in 2020 declined by 26% from 2019 sales.

However, with EV sales rising beyond May-2020 at an average month-on-month growth rate of nearly 70%, the year 2020 saw sales crossing the 1,00,000 mark.





Source:Vahan Dashboard, JMK Research

The EV Story aligns with the Circular Economy

As the environment imperative goes mainstream, worldwide endeavors are finding ways to focus on sustainability and green supply chains. It will be accomplished through the circular economy as it includes remanufacturing and re-utilizing products, and putting less strain on the environment and its resources. Electric vehicles fit into the circular economy well as their major segments.

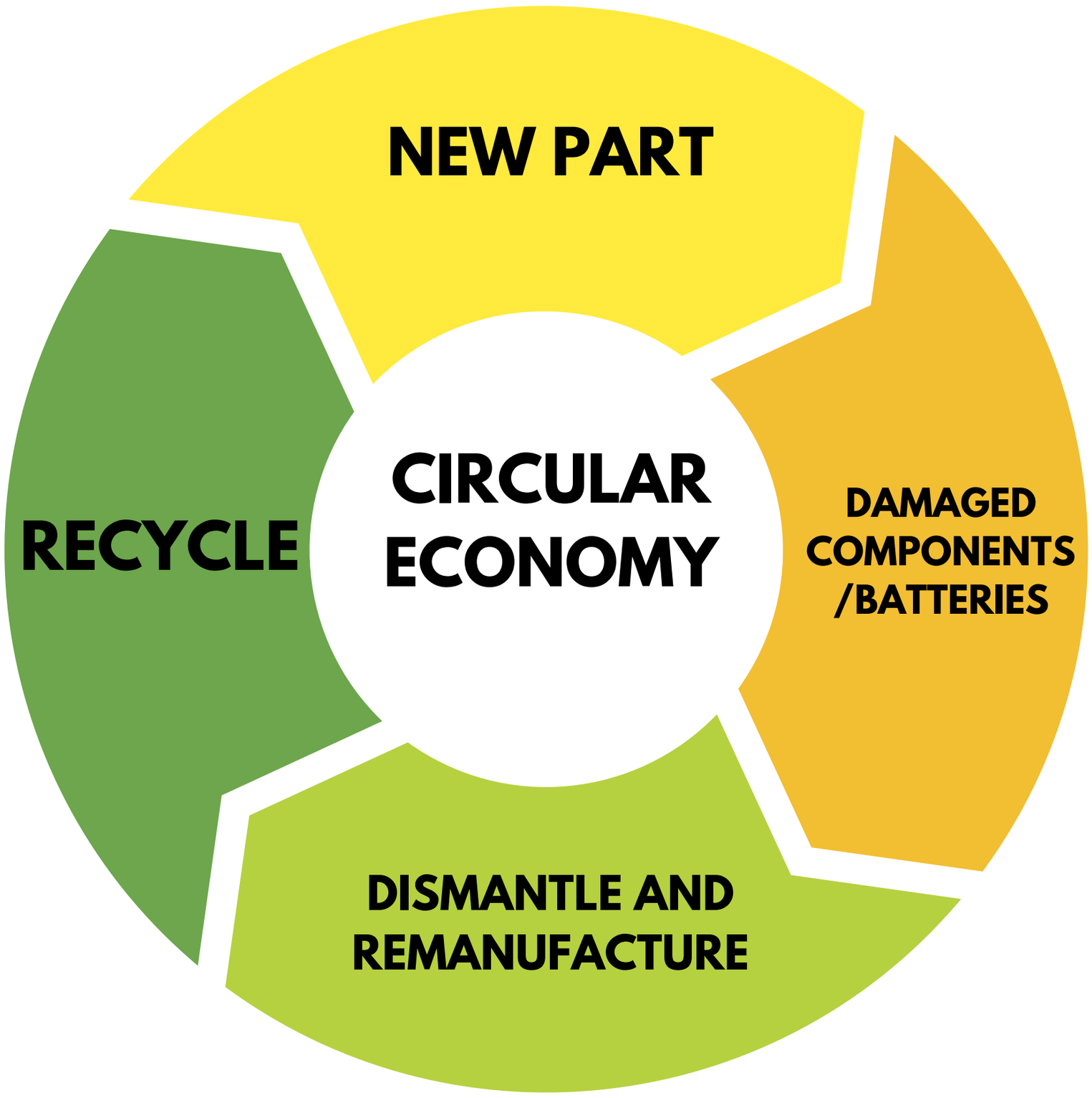
The electric vehicle is the eventual fate of the automobile, and it is turning into a reality sooner than anticipated. The following 5 to 10 years will be an energizing stage for the automobile business. Traditional automakers will struggle hard to make investment choices.

Despite the fact that the electric vehicle divisions of auto producers are at present not a beneficial business, the electric car tide will urge them to explore it.

The ramifications for traditional auto producers will be critical as they have to dispose of the majority of the present technical models.

Practically all reusability between existing models and new models will be proceeded to force a total disruption of the Industry economy. Hardware/electric companies will turn into the new force and drive advancements in future vehicles.

However, there could be another test on the accessibility of rare earth metals as an input raw material. Cobalt is a critical element for Lithium-ion batteries and could hit a barrier as far as a supply/demand mismatch once automotive producers go electric. The electric vehicle industry could be in a difficult situation as volumes develop and should research on elective batteries to keep up the momentum.



Also, building up the correct coordination among sectors such as urban planning, transportation, and the power grid will aid to acquire EV and reasonable, available, comprehensive, and safe mobility solutions are essential strategic levers for fast economic growth and enhance 'Ease of Living'.

Sustainable Mobility Marketing

Marketing

Aditi Mehrotra
MBA 2020-22,
Symbiosis Institute of Business Management, Bengaluru

Green Mobility directly refers to the fact that your movement aspires to contribute more towards the environment and less towards pollution. It stresses the lifestyle changes that it seeks to induce within the citizens, altering their perspective and influencing them to make choices of cleaner modes of transportation, resulting in a peaceful and healthier form of symbiosis.

The air which is pure and the environment which is less noisy, together seek the help of green mobility as a firm option to nudge people, bringing them more on foot and less on private motorised vehicles, more on public commute than driving all the way in a personally owned vehicle, and more on bicycles than in the machines infamous for discharging the greenhouse poison.

However, this progression requires a change in the traditional ideology, transformation into a novel approach of commuting, and making major behavioural shifts. How eager the crowd is to take up the change and what will compel it to make a shift, depends on the type of marketing approach that will play the major role in springing to action this sustainable idea.

The marketing of sustainable mobility starts with the idea of deliverance, how the idea is to be positioned in the minds of the prospective crowd, who will willingly make a behavioural shift if given an impetus using the right marketing strategy.

How the idea is to be delivered basically starts with focusing on the efficiency and convenience of the citizens, hence inducing infrastructural changes.
If you want a person to learn swimming, you take him to a pool, similarly providing tracks and space to the people who would want to cycle.

CYCLING

In India, the transportation sector is responsible for accounting for 23% of the total pollution due to its carbon and GHG (greenhouse gases) emissions.

In the future, where the urban population is expected to show a rise, a change in the mobility mechanism is imperative. Cycling comes as the cheapest alternative, where people have the liberty to operate no-pollutant private mobility, contributing equally to their health as to the environment.

The cycler's safety needs to be given immense importance in building the tracks distinct from the heavy traffic on roads, where **the citizens get a chance to cycle their way to sustainability.**

The above image shows the city of Warangal in Telangana which is one of those to initiate the process.

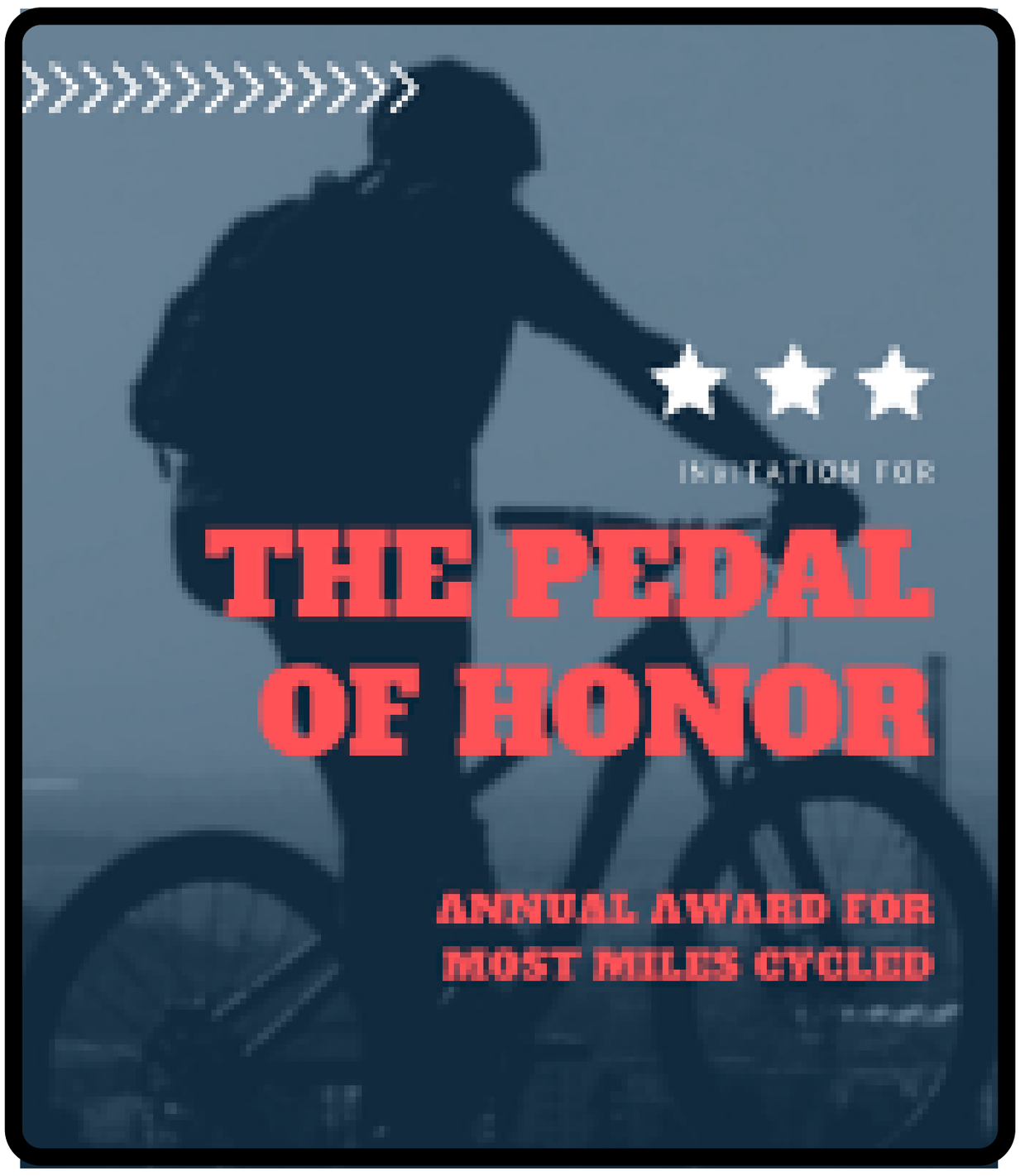
The psychological feeling of belongingness

Significant efforts in the direction of influencing people through promotion tactics are favourably required. Creating a cycling club will instil in people a sense of belongingness - it can act as a psychological nudge where people join the new club of the city, avoiding a feeling of missing out.

However, the convenience of people shouldn't be compromised, hence, noble motives needn't be charged, bringing free membership. Instead of persuading people into buying bicycles to be a part of the club, with the help of private institutions and government, a set of bicycles need to be arranged, charging a minimal amount as rent.

Positive Reinforcement and Targeting techniques

Positive incentives often reinforce a behaviour. Regular competitions, annual awards or incentives for people who have cycled the maximum miles, with recorded evidence, may act as attractive offers, inviting people to adopt this lifestyle change. This strategy is also constructed to target the middle- and upper-class population who will utilise their smart gadgets to record the miles and be willing to internalise the importance of health provided by an opportunity.



Positive Reinforcement and Targeting techniques

Positive incentives often reinforce a behaviour. Regular competitions, annual awards or incentives for people who have cycled the maximum miles, with recorded evidence, may act as attractive offers, inviting people to adopt this lifestyle change.

This strategy is also constructed to target the middle- and upper-class population who will utilise their smart gadgets to record the miles and be willing to internalise the importance of health provided by an opportunity.

Bus Rapid Transit (BRT)

These elevated platforms for buses articulated through electricity, having a competitive advantage from the traditional public bus service in speed, capacity, reliability, all at a low cost, were first adopted by Telangana in India, followed by Ahmedabad.

Source: Telangana Today

Corporate Connection

As part of the adoption of these bus services, large corporates in a city need to be approached and requested to acquire a bus as part of their CSR initiative. The particular bus bought by the corporate will assist in the task of carrying its employees to the work area and back to home, hence, reducing the private fuel consumption and allowing the person to avoid any traffic congestion while reaching office. The benefits of marketing this idea to the corporates are:

- Less Carbon footprint
- Sharing the commute with colleagues
- Avoiding traffic congestion
- Reaching the office on time

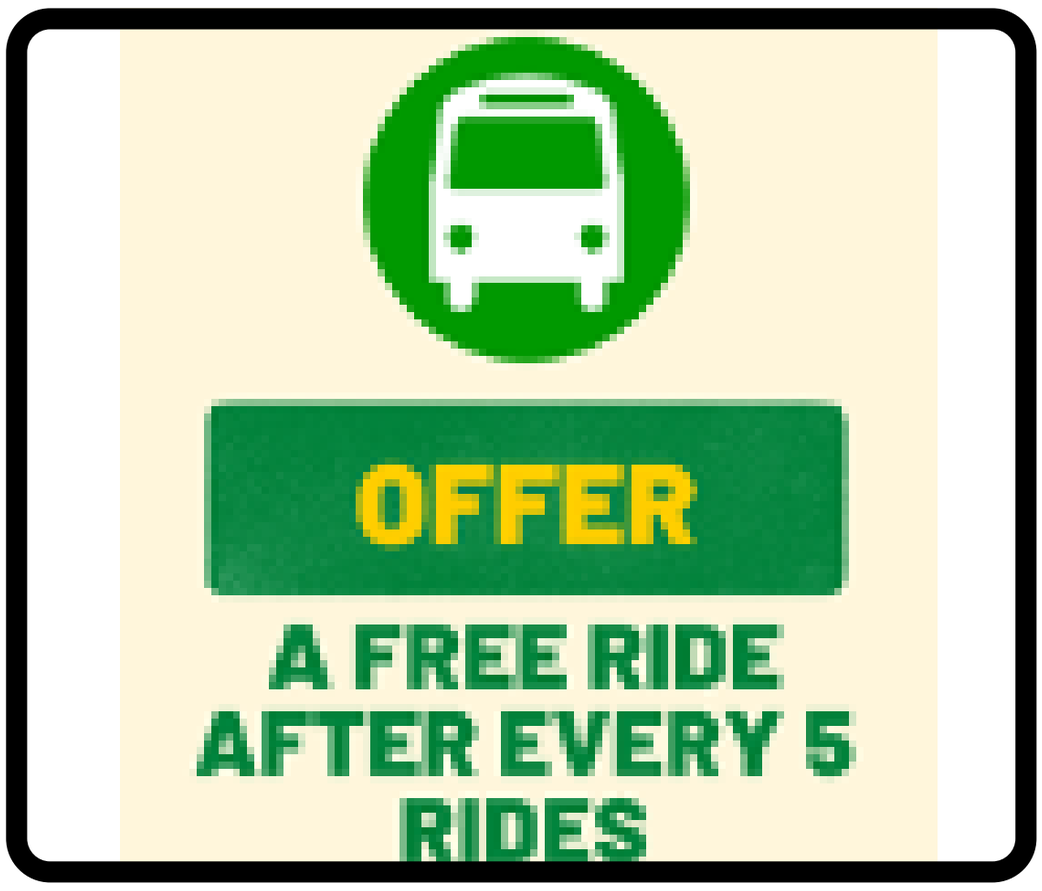
Engaging the General Public

Price Sensitivity is an important factor when it comes to any kind of marketing. Although the buses will be operating at a low cost, still the desirability to get a free ride will prove to be appealing to the customer.

Since, every fifth ride is free, the passenger will reiterate its use of public transport, hence solving the purpose. These offers can be posted by the respective authorities on social media platforms and physically pinned in public alleys.

MAKE A CHOICE

The Imagery effect or the power of visualization can be utilized to create social media stories/posts where the striking images are placed together to bring out the immediate contradiction in the mind of the viewer. This kind of posts will force the mental faculties of the citizens to make a choice for their betterment and the greater good of the general society.



If the post is repeated frequently on social media platforms via sponsoring the same repeatedly, people will undergo an **anchoring effect** and give some serious consideration to the issue at hand.

Pool a Cab

It's not just about altogether eliminating carbon emissions and noise pollution from the immediate environment, but also gradually looking forward to its reduction. When booking a taxi, pooling the cab should be given a serious thought. Reducing emissions by reducing one car on the road, is like taking baby steps having a considerable impact on the environment.

People avoid cab pooling due to safety restrictions and a sense of severe anonymity, but if the service providers run similar advertisement on their apps, giving a choice to the consumers to select their partners based on their age and gender and the point of common destination, and get confirmed by them simultaneously, the fear and the sense of social anxiety will somewhat get eliminated.

When a good figure of points is offered on cab pooling, comparatively higher than the points offered in a personal full booking, the customer can get attracted towards the offer which has the potential to reduce a higher price for the next time they book a cab.

The idea of creating a sustainable city has to start with the implementation of the infrastructural design and then move towards changing the behaviour of its citizens.

The method by which a plan of sustainable mobility can be brought to practical implementation requires a well-thought marketing strategy with different tactics in operation. Initially, it may seem that the nudges and incentives provided to the customers may have a short-term benefit but instead these acts like initial impetus which when harvested in the lifestyle of citizens will reap long term benefits.

Role of the Electric Vehicle Industry in the Revival of the Indian Economy

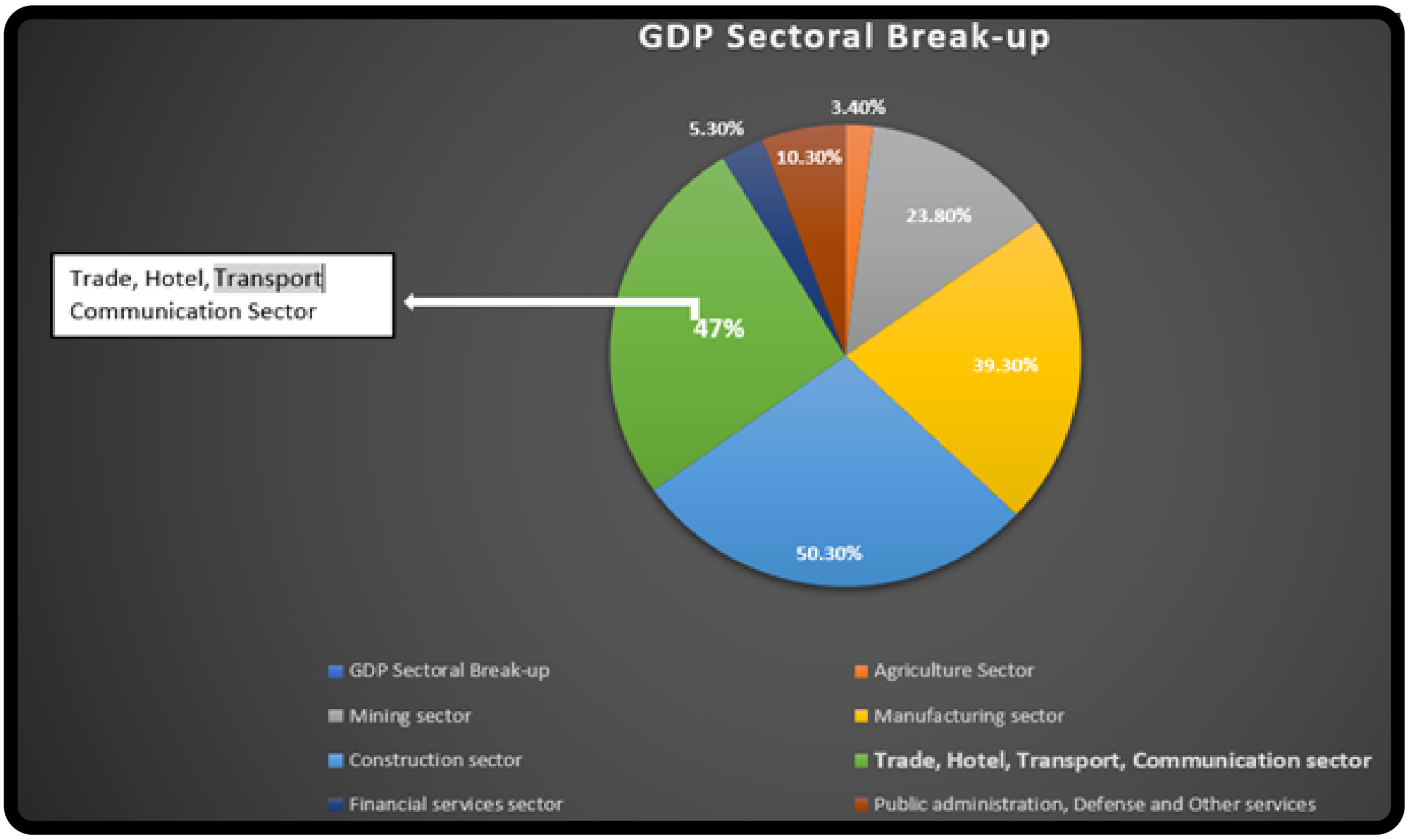
Finance

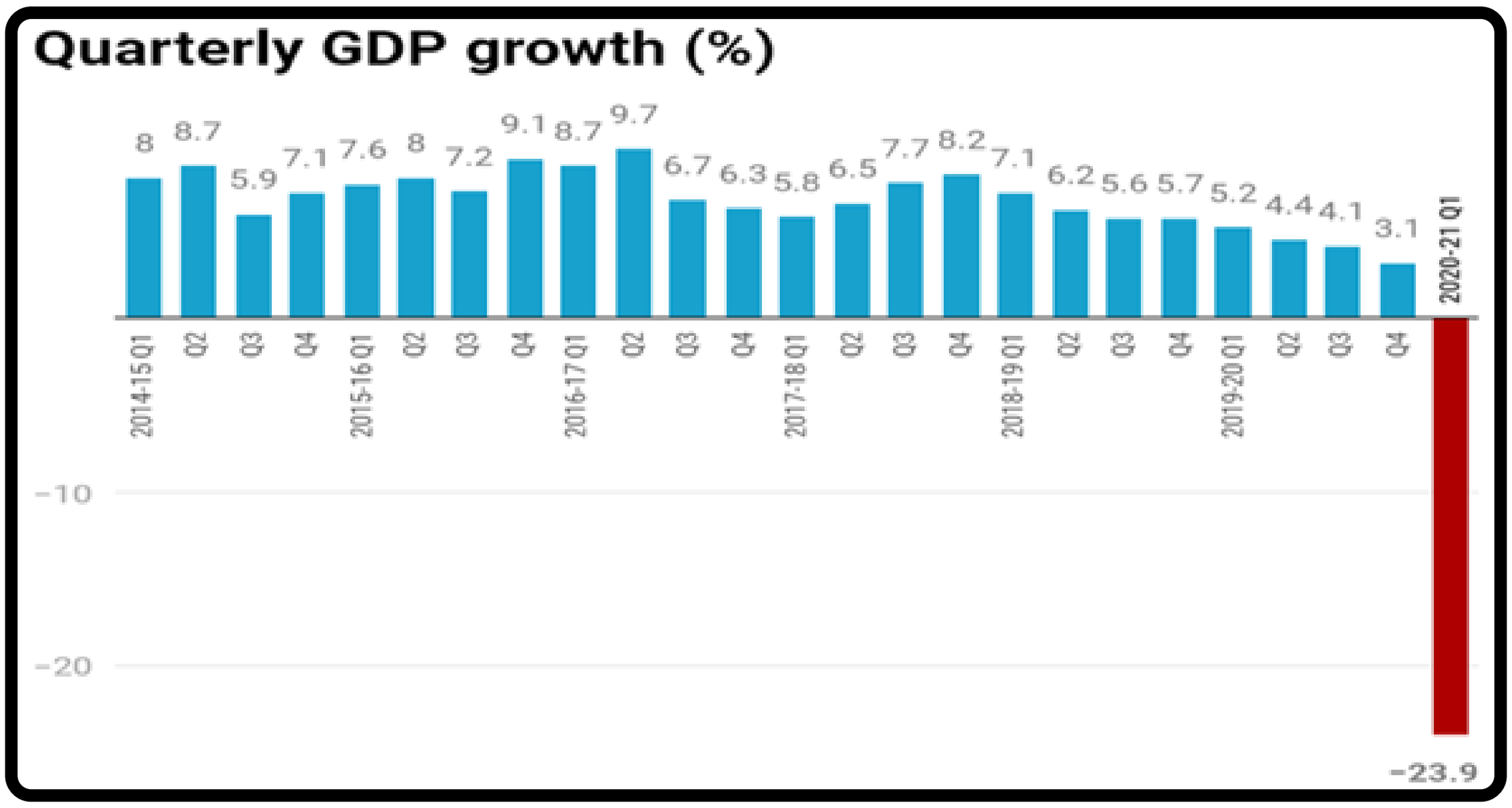
Naman Modi, Khushboo Singh
PGDM E-Business, 2020-22,
Welingkar Institute of Management, Bengaluru

"In order to have clean air in cities, you have to go electric."
~ Elon Musk

The COVID-19 pandemic's aftermath has had a huge impact on the Indian economy. According to the most recent data from the MoSPI, the Indian economy contracted by 23.9 percent in the April–June quarter. According to the GDP data, the construction sector was vastly impacted by 50.3%, followed by transportation, trade, and hotelsby 47% .

According to a recent McKinsey Global Institute (MGI) report, India will require critical structural reforms over the next 18 months, with opportunities in industrialization, urbanization, and sustainability, and achieve the productiveness and employability growth required in the country.

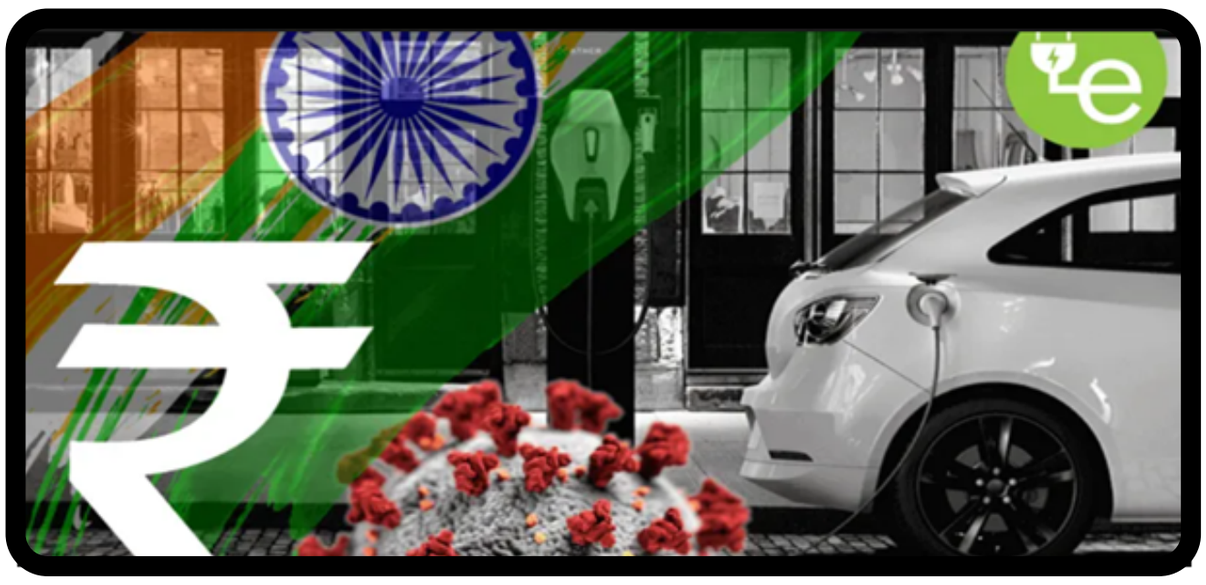




Lockdown's Effect on the Electric Vehicle Industry

- By the central and state government guidelines, the industry came to a complete halt, with all manufacturing activities suspended.

- According to the Society of Indian Car Manufacturers, or SIAM, the automotive industry has lost an estimated Rs 2,300 crore every day as a result of the lockdown.



As with the government efforts to transform the pandemic-induced "crisis" into an opportunity, it has pushed for widespread adoption of electric cars, as well as green fuel and power. Some of the initiatives taken up by the government during the pandemic are as follows: -

Government's Initiatives

- The union government has already set a goal of 30% penetration of EV by 2030, with incentives to make in India components manufacturing.

- The launch of the second phase of the FAME II program has provided policy stability.

- The primary goal of the governments is to install at least one E-charging station at each of the approx. 69,000 gas stations across the nation to penetrate electric vehicle adoption.

- The Indian government has set a lofty target of installing an EV charging station every 3 km in cities and every 25 km on both sides of highways.

- By 2024, the union government intends to create an account of 5,00,000 new vehicles and will provide financial stimulus in addition to the existing income tax rebates from the union government for purchasing EV.

● The government of Delhi even announced its Electric Vehicle Plan, which aims to build 200 charging stations per year by 2024, with a charging station every 3 km.

This emphasizes that not only the central government but the state too is pushing towards the adoption of EV to revive the economy and prevent pollution.

Steps that the Electric Vehicle Industry should take to help the economy recover: -

● Investment in smart grids to maximize clean energy charging-

Electric vehicles boost energy demand while also reducing greenhouse gas emissions and fossil fuel use. To ensure that higher EV implantation is combined with faster decarbonization of electricity generation, lowering the CO_2 intensity of power generation is critical.

The country's overall energy demand is projected to increase by 80% in the next ten years, with electric vehicles accounting for less than 0.5 percent of total demand by 2030. The government would need to scale investment in grid infrastructure to enable DISCOMs to operate the power system with higher shares of intermittent renewable generation to meet increasing power demand in the most competitive way to decarbonize the transportation sector.

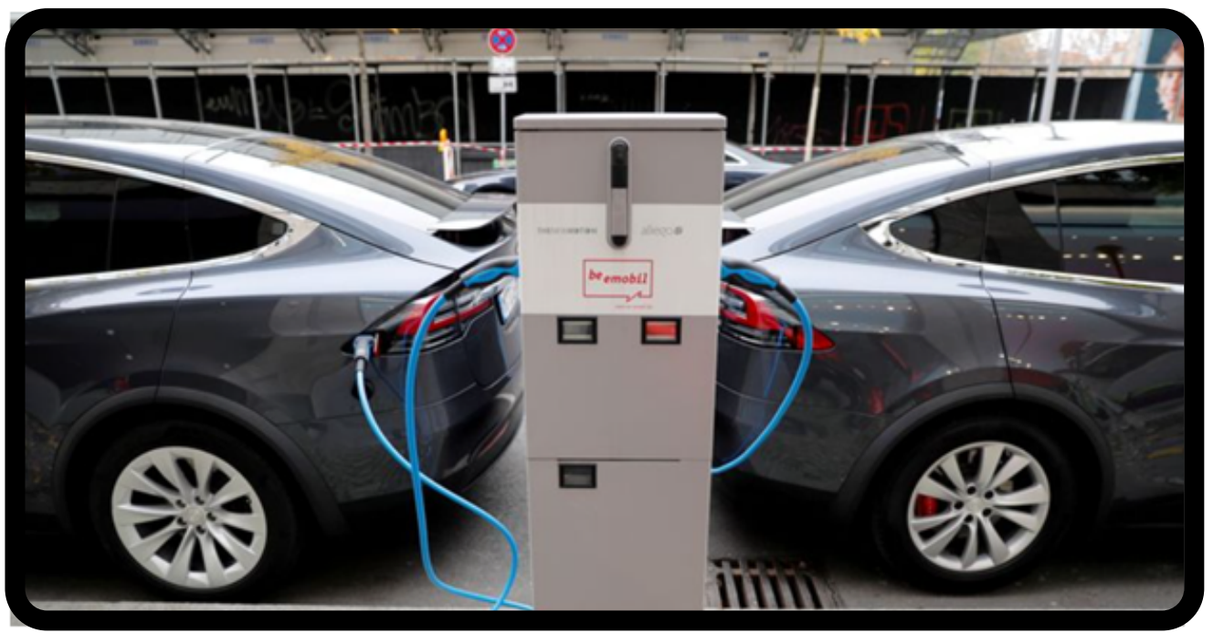
● Charging stations can be installed –

Covid-19 has had an adverse effect on companies, with many struggling to stay afloat due to lower sales and higher operating costs. In the midst, some of the initiatives taken by our state governments to improve the state economic conditions are: -

i) The Government of Delhi recently announced its Electric Vehicle Plan, which aims to build 200 charging stations per year by 2024, with a charging station every 3 km. This is a successful way to advance this initiative and promote retail by incentivizing shopping centers and retail stores to adapt and install electric vehicle charging stations in parking lots that can function independently of the main electric grid.

ii) Uttar Pradesh has been the first state in India to formally invite companies to submit expressions of interest to set up electric vehicle charging stations. This is the first proposal since the Union Power Ministry released guidelines for the establishment of such EV charging stations in December 2018 to encourage the use of battery-electric auto-rickshaws.

iii) Even some of the state-run companies NTPC, GAIL India, Indian Oil Corp, and Power Grid Corp have all been looking into diversifying into the electric vehicle charging infrastructure market.



The government's decision to reduce the GST limit on electric vehicles from 12% to 5% is projected to lower the cost of EVs for customers by providing an extra income-tax deduction.

As a result, the business is focusing not only on building charging stations in public spaces but also planning to offer home EV charging stations as a result of this. According to the Research and Markets research report, top companies like ABB, Acme Industries, Fortum India, and a few Dutch firms are actively considering setting up vehicle charging stations.

Even Panasonic, a Japanese electronics firm, plans to install about one lakh electric vehicle charging stations in 25 major Indian cities. By 2024, the Japanese company hopes to get these stations up and running. About a million vehicles are required to be charged at these stations. Charging stations are planned in major cities such as Delhi, Pune, Bengaluru, Chennai, Amravati, Hyderabad, Gurgaon, Noida, and Ghaziabad, among others. Charging stations will be installed at gas stations, malls, and parking lots, among other locations. The above-mentioned concepts would be beneficial for consumers, the government, and businesses because many homes and office locations would not be able to set up reliable charging facilities given the large amount of energy required from the grid.

- <u>Work with the central government to reduce import tariffs-</u>

Vehicle emissions, combined with road dust resuspension, are major contributors to India's high pollution levels. For the adoption of electric vehicles to revive the economy in 2021, both the Central and state governments must work together and coordinate their policies to make electric vehicles more affordable and faster to charge, while also providing customers with a longer battery range. Given the need to get the commodity to market and set up charging infrastructure, the authorities should consider lowering import/export taxes on EVs and charging infrastructure. The relaxation of FAME 2 requirements, coupled with negative incentives associated with non-EV vehicles, may help customers save money by lowering prices and allowing required equipment to enter the market from outside India.

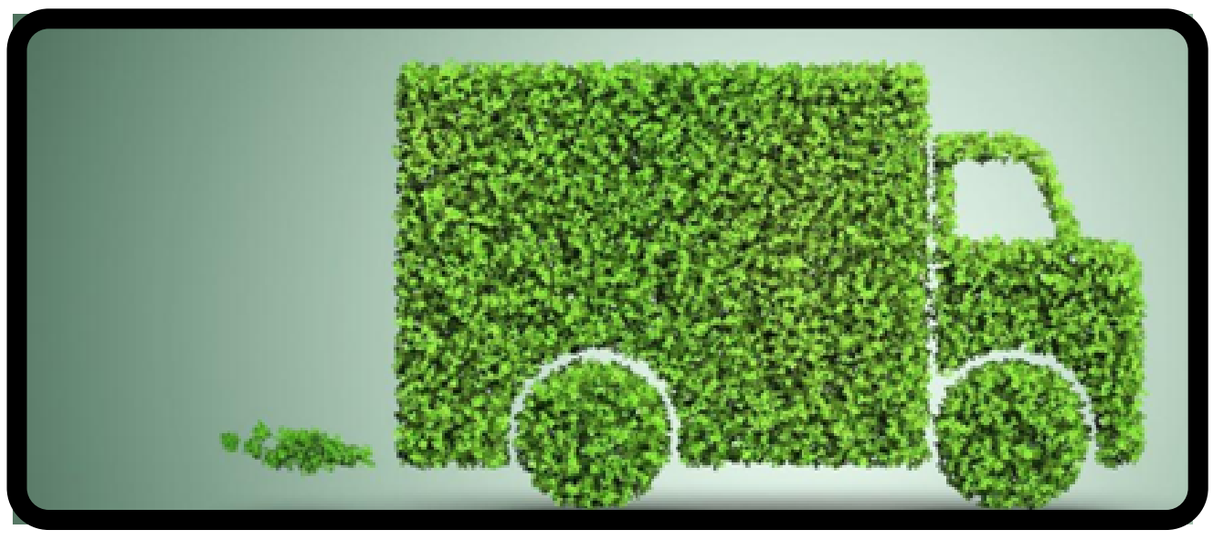
Currently, the Indian government's FAME 2 policy encourages local manufacturing of electric vehicles and imposes a customs duty on electric vehicle imports. The "relaxation of the criteria under FAME 2 combined with negative incentives associated with non-EV vehicles could be beneficial in lowering prices for customers and enabling the required equipment manufactured outside India to join the market," according to Eeshan Chaturvedi, Founder/Director at EnviPol and Assistant Dean at O.P. Jindal Global University.

Significance of Green Logistic in implementation of Sustainable Developement Strategy in Organization

Operations

Meet Solanki
MBA 2020-22
Indian Institute of Management, Ranchi

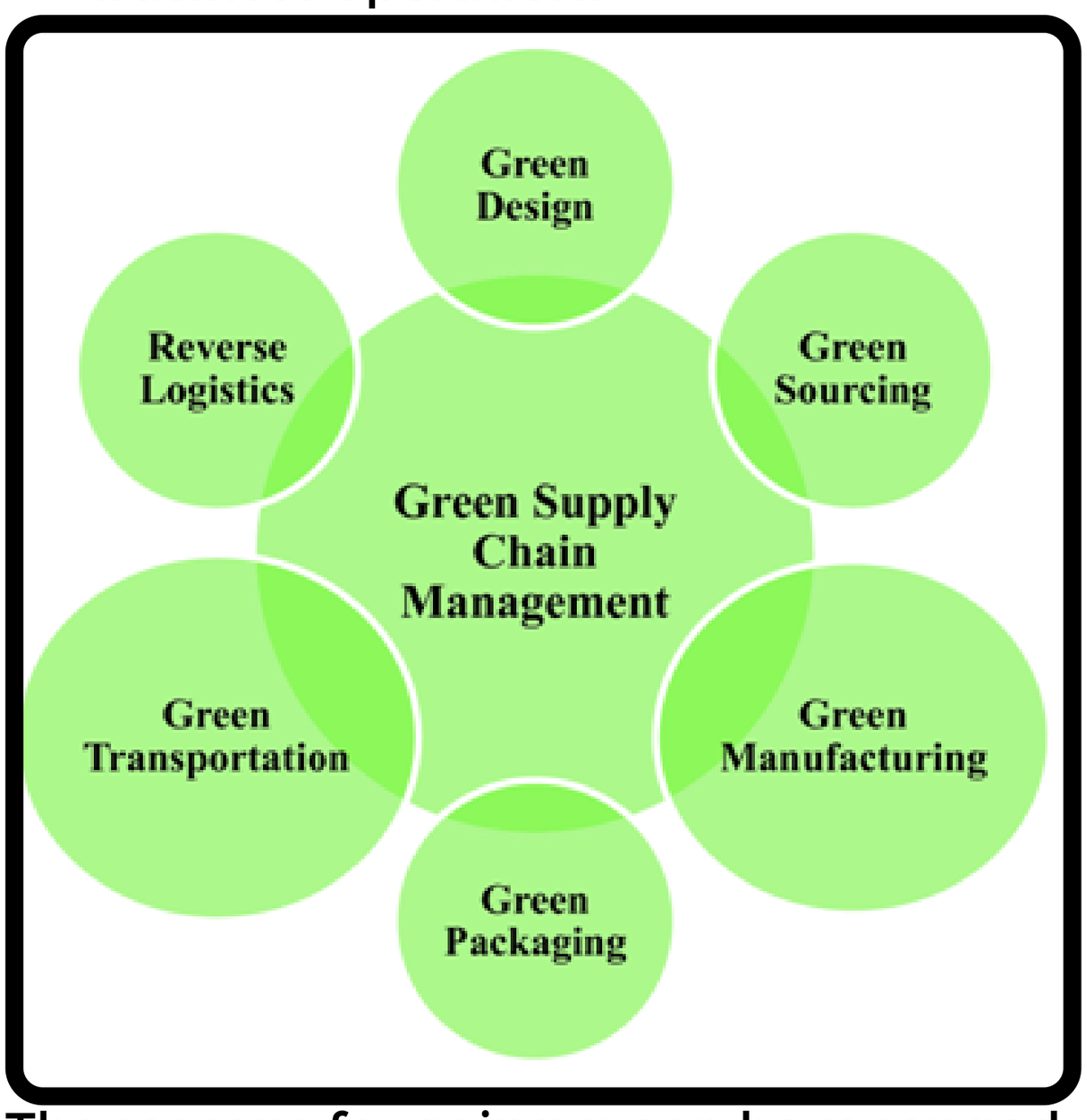
Introduction



The Govt. of India wants India's manufacturing and logistics sector to play a more significant role in its economy. The Ministry of Commerce and Industry has set a target to accelerate the sector's contribution to the GDP from 16 to 25%. While this growth is essential, the country's environmental concerns need to be mitigated — the manufacturing sector should use energy and resources efficiently and minimize waste generation. **It is calculated that even if every factory, power plant, car, and the aeroplane is shut down, the average global temperature will increase by 6℃** in this century. 'Green Manufacturing' is now the requirement of the hour and no longer an empty slogan.

Green manufacturing involves the transformation of industrial operations in three ways:

- Using green energy,
- Developing and selling green products and
- Employing green processes in business operations



The reasons for going green have ranged across industries. Some do so because of regulatory requirements (for example, power), while others see it as an opportunity to strengthen their brand with customers (example: retail). Steel producers have implemented green policies to stabilize growing energy prices, while automotive manufacturers have seen it as an incentive to introduce electric and hybrid vehicles to comply with increasingly strict emission regulations.

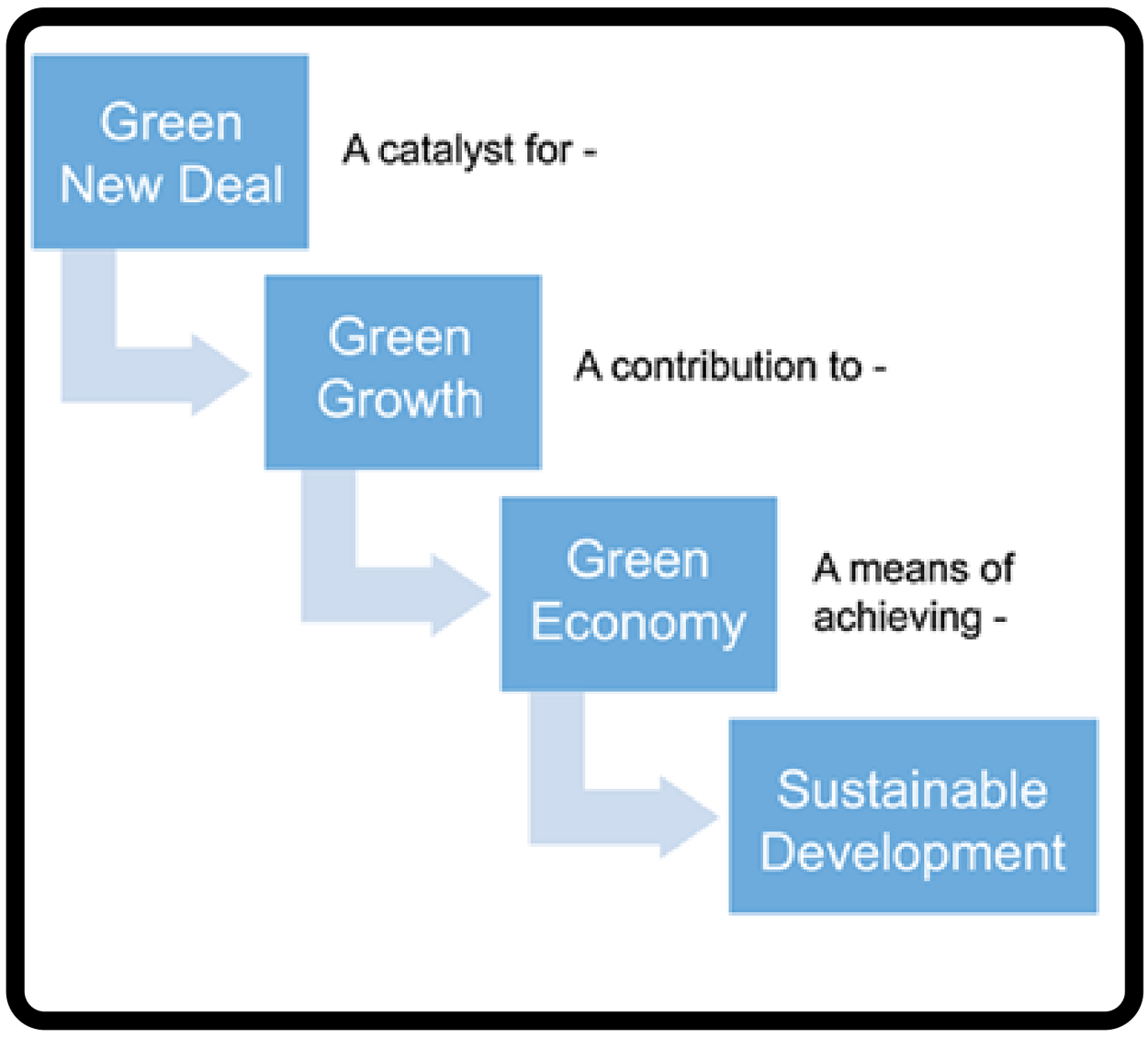
Green policies have different effects depending on the business sector. Green policies in the power sector, for example, have the most significant

impact on lowering CO2 emissions, followed by transportation and then industry.

Green logistics and sustainable development:

Typically, logistics is thought of as a collection of activities whose aim is to cut costs while increasing earnings. The concept was often used in business-related contexts, such as displaying corporations and financial accounts. However, for several years, the word "logistics" was combined with "green," resulting in "Green Logistics" - a term that included expenses but did not appear on financial records or in discussions about the atmosphere or culture. Green logistics are supply chain management activities and techniques that rely on inventory storage, waste management, packaging, and transportation to reduce freight delivery's environmental and energy footprint.

Both practices relating to the eco-efficient management of forward and reverse flows of goods and information between the point of production and consumption to meet or exceed consumer demand are referred to as green logistics.



The climate has now become a source of concern. It is accounted for as a cost factor. Some businesses have already factored in external logistics costs, including environmental problems like climate change, emissions, and noise. As a result, efforts to explore how to reduce these externalities and achieve a more balanced equilibrium between environmental, fiscal, and social goals are green logistics. As a result, all activities in "green" logistics aim to promote and maintain long-term viability.

For the last 40 years, "Green Logistics" has described various nature trails, the most notable of which are:

- transportation cost savings,
- city logistics,
- corporate environmental plans for logistics,
- reverse logistics, and so on.

The drivers of green logistics:

a) Factors affecting green logistics from a broad perspective: Consumers have preferences for environmentally friendly goods and services. Customers, particularly those with a high level of environmental consciousness, may demand that goods be delivered in electric vehicles or in a manner that reduces emissions, requiring suppliers to adopt green solutions. This can be a significant motivator for businesses that are pursuing green logistics initiatives. Understanding the importance of customers in green logistics will be helpful to the enterprise.

b) Determinant factors of green logistics at a corporate level: Environmental policies can be divided into external and internal considerations in general.

Environmental policies, stakeholder pressure, group scale, manufacturing sector, geographic area, internationalization, place in the value chain, competitive attitude, managerial attitudes and interests, manager's characteristics, and human resources are all necessary environmental and operational factors related to study. Several reasons can serve as roadblocks to green practices.

c) The six forms of barriers are negatively linked to environmental activists, according to an exploratory analysis:

- Lack of knowledge and abilities
- Lack of expert support,
- Confusion about the result,
- Certifier/verifier attendance,
- Lack of expertise, and
- Implementation and repair costs.

Examples of Green Logistics in Organization:

Ikea Model

- It provides "cheap furniture that as many as possible can afford"
- Instead of wooden pallets, they are using paper/cardboard pallets.
- Underneath these ledges, there is a plastic leg underneath the goods.

DHL- Go Green Solutions

- DHL provides "a reliable way of accounting for and managing your supply chain CO2 emissions, with best-in-class carbon reporting.
- It uses best in class methodology in CO2 calculation.
- The principles of the greenhouse gas protocol and the world economic forum (WEF)

Conclusions:

Benefits of "Green Logistics"

- Reduction in CO2 emissions
- Unlocking significant cost saving
- Heightened Supply chain optimization
- Boosted business performance

Companies are under constant pressure to establish environmentally sustainable and ethical practices, and environmental commitment is a critical element of competitive scenarios. On an organizational basis, organizations are confronted with either internal or external green logistics considerations. An analysis of the literature reveals some intriguing results. First and foremost, executives must recognize that integrating environmental concerns into strategic plans is dependent on a variety of factors that can evolve. Factors that affect the implementation of green logistics activities differ by company and rely on the industry and geographic position.

Steps Companies can take to Develop Sustainable Mobility Offerings for their Employees

Human Resource

Saikat Das
MBA- 2020-2022
Indian Institute of Management, Amritsar

As the relationship between climatic change and harmful ecological and social repercussions becomes clearer, an increasing number of industry leaders have promised cooperation for climate action. Furthermore, as statistics on sustainability practices and corporate performance become more sophisticated, business executives are finding it more difficult to ignore them. This is since workplace sustainability programs are unquestionably good for business. Before diving deep into the steps to develop sustainable mobility, we should understand what sustainable mobility is and why it is so important to gain a competitive advantage.

Mobility is one of the most pressing environmental issues we confront today. To keep civilizations and economies running, people require a seemingly endless network of automobiles and transportation networks.

Automobiles, buses, trains, and trucks are all modes of transportation. Other forms of transportation, too, have left an unmistakable impact on the landscape. Sustainable mobility necessitates a mental change in which private vehicles give space to various kinds of public transportation such as bicycles, pedestrian walkways, electric cars, and so on. More cities around the globe are reacting to the dilemma and developing solutions that guarantee the crucial movement of people, products, and services whilst minimizing climate changes and establishing climate-safe societies.

I believe, to develop sustainable mobility for the employees, organizations need to come up with a two-folded plan

- Functional
- Operational

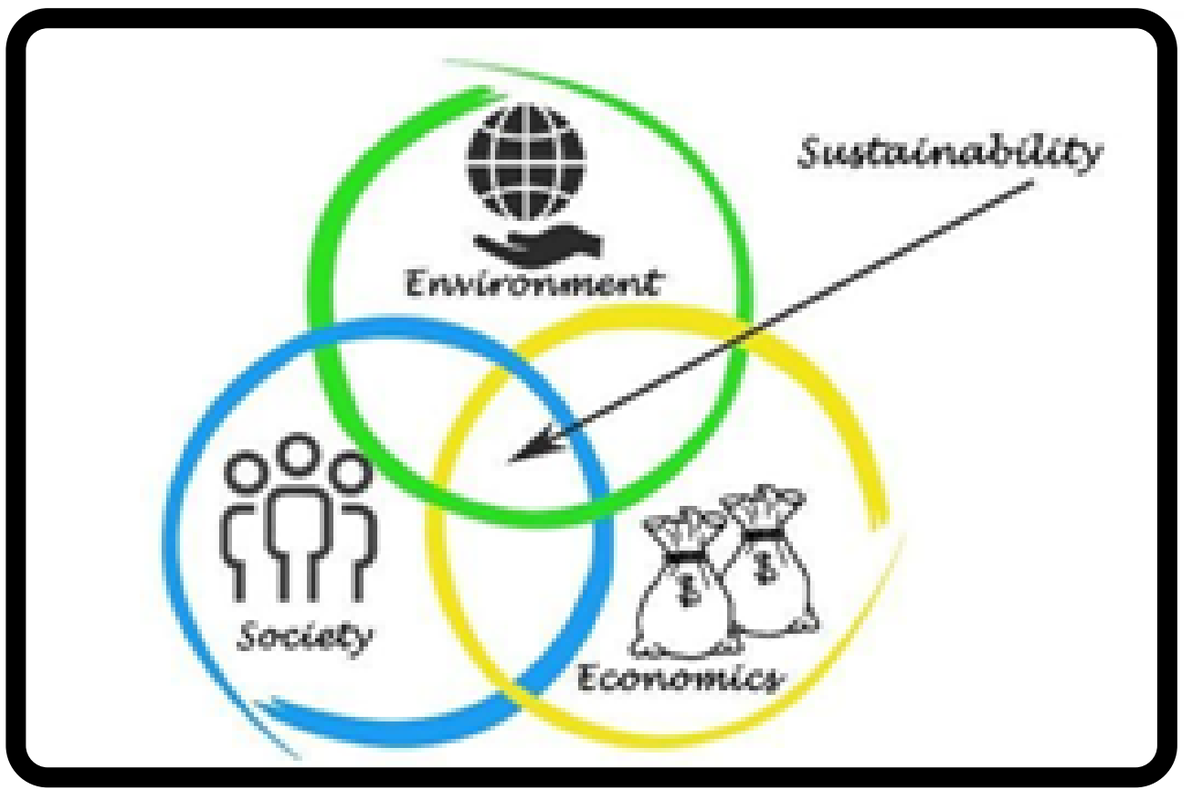
In operational steps, a firm has to make changes to its day-to-day job and production, but in functional steps, it has to make changes in its office and in the mentality of the employees towards sustainable mobility.

Make sustainability a part of your day-to-day operations

Environmental sustainability efforts are being funded by several of the world's biggest and highly prominent corporations.

Apple and Ikea, for example, have gone far beyond federal regulations in their search for environmentally adequate choices for unsustainable industrial operations.

Apple has pledged to run its production with renewable energy, meanwhile, Ikea manufactures its products with ocean-bound materials.



Companies might also become a member of a neighbourhood task force that deals with environmental issues. OneSTL's project teams, for example, specialize in power, food, freshwater, energy technology, transportation, resources, and trash, allowing business executives to work towards societal reforms in the specific area that most matches their firm's principles. Evaluate how your company can assist too, or benefit from your neighbourhood's sustainability programs. Boeing, for instance, will fuel its assembly buildings with garbage heat from a major Seattle drainage trunk pipeline. It is not only better for the environment, but also for saving funds for the corporation.

Make adjustments in the workplace

Implementing green supply channels or lowering raw material utilization and wastage will have clear and visible financial benefits for certain businesses. Those techniques, on the other hand, usually necessitate a significant amount of strategic planning as well as time to implement. Thankfully, there are several simple techniques you may follow that won't be too long to implement. Encouraging employees to recycle and make it simple for them to create a sustainable culture.

Establish recycling objectives for your workforce and praise those who achieve them.

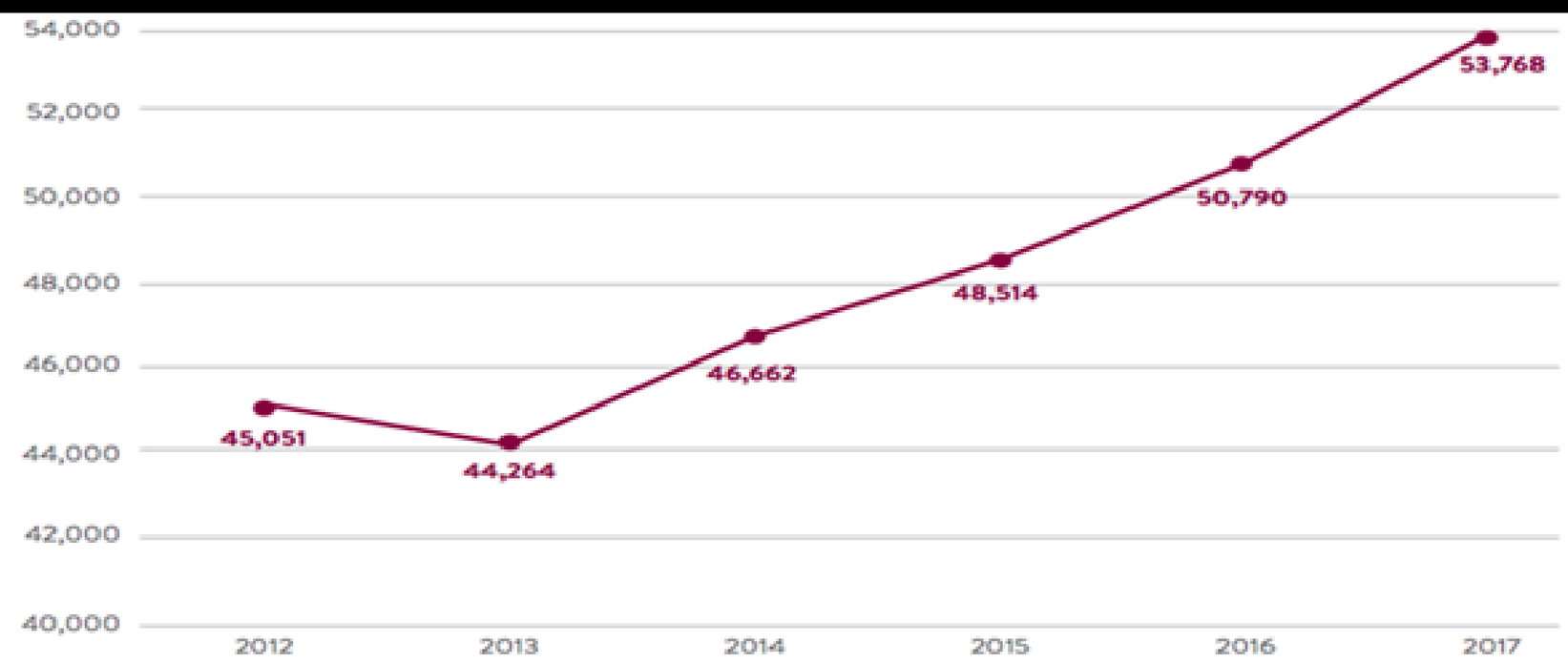
Replace your workplace light bulbs with LEDs, which consume significantly less electricity and run 10-20 times further than fluorescent or traditional bulbs. Yes, one will spend more in the beginning but will save more in the long run.

Also, the firms need to try changing the mentality and habits of the personal lifestyle and choices of the employees through seminars, awareness programs, etc. For example, employees can take a shared cab, electric vehicle instead of personal electric cars to lower the impact on the environment. Also, the employees who traveled a short distance to reach their office can cover the distance by Cycle and the firm needs to appraise these activities of their employees.

Comparisons between Traditional Incandescents, Halogen Incandescents, CFLs, and LEDs

	60W Traditional Incandescent	43W Energy-Saving Incandescent	15W CFL		12W LED	
			60W Traditional	43W Halogen	60W Traditional	43W Halogen
Energy $ Saved (%)	-	~25%	~75%	~65%	~75%-80%	~72%
Annual Energy Cost*	$4.80	$3.50	$1.20		$1.00	
Bulb Life	1000 hours	1000 to 3000 hours	10,000 hours		25,000 hours	

*Based on 2 hrs/day of usage, an electricity rate of 11 cents per kilowatt-hour, shown in U.S. dollars.



Global metro ridership (in millions). Encouraging the use of shared public transportation is just one way to make mobility more sustainable

Make sustainability a two-way street

Making environmentally responsible decisions can begin at the workplace, but it should not be limited to that. Even outside the workplace, you may also encourage sustainable living. For instance,

Bank of America will cover $500 of a solar PV system for a person, whereas Facebook will compensate staff $10,000 or above if they relocate within ten miles of their Silicon Valley headquarters (As a result, their trips will be shorter and their carbon footprint will be lower).

One might not have the kind of wealth that Facebook does, but you could be able to finance mass transportation passes for your employees or give out gift vouchers to those who get their houses energy audited. Personnels who used to live sustainably will be far more inclined to support environmental projects thrive at work, which is one advantage of increasing eco-consciousness even beyond the workplace.

You can turn becoming green into a contest or a game by asking each branch to reduce its carbon footprint by reusing resources more efficiently. Departments that generate the least landfill waste or consume the least energy in a quarter, for example, may be awarded a special gift.

In conclusion, we can say if we are to make a good contribution to the earth for ourselves as well as the subsequent generations, sustainable development has to be a lifelong dedication.

Promoting ecological practices may not have an instant benefit on your immediate bottom line, but adhering to them, in the long run, will certainly benefit your company. The World Economic Forum's Global Future Council on Mobility created the Corporate Mobility Transport Challenge with this in mind. Over time, It has drawn cases from places all around the planet with stories illustrating how various factors are challenging the existing status quo and accelerating a shift toward more green transportation and product delivery in their communities.

WeAchievers

Maharashtra Health Hackathon

It was organised by Maharashtra State Innovation Society wherein teams had to work on problem statements pertaining to Healthcare Industry and provide innovative solutions.

Team Vital Kare

Aniket Narkar
PGDM HCM
(2020-22)

Shivani Singh
PGDM Rural
(2020-22)

Ayushi Shrivastava
PGDM HCM
(2020-22)

Rohan Jain
PGDM E-Biz
(2020-22)

Prathiksha Shetty
PGDM HCM
(2020-22)

Aditi Sandilya
PGDM BD
(2020-22)

Sanket P
PGDM HCM
(2020-22)

We won the the prize in **Maharashtra Health Hackathon** for our achievement in 'Developing a Medical Device for Improving Neonatal Care' to maintain body temperature of sick neonates during transit.

WeAchievers

Team RapiTb Hacktest

Raghav Modi
PGDM PG2
(2020-22)

We won the prize in **Maharashtra Health Hackathon** for our contribution in 'Developing a device/technique that would detect Tuberculosis along with Resistance Status'.

Team Eureka

Santosh Chintakindi
PGDM HCM
(2020-22)

Pratik Sumbe
PGDM Core
(2020-22)

Amisha Mudgal
PGDM BD
(2020-22)

Maithili Pathak
MMS
(2020-22)

We won the prize in **Maharashtra Health Hackathon** for our work in developing a product called 'Eureka-Box' for Storage and Delivery of Vaccines in the Tribal Areas of Maharashtra as a full-proof solution to tackle the problem of storage and transportation issues faced by the government.

WeAchievers

Team Prodigies

Abhipsa Satpathy
PGDM
(2020-22)

Shubham Bhatnagar
PGDM
(2020-22)

Ruchi Bhansali
PGDM
(2020-22)

Our team was a national finalist in HR-O-Mania, organised by Symbiosis, Nashik. It was an HR business competition that included conceptual picture writing followed by the devisal of a 3-year plan of post-pandemic HR practices.

Akshay Aparadh

Akshay Aparadh
PGDM HCM
(2020-22)

My article "Cyber Security for Telehealth Services" published in **Forbes India** throws light on the same with respect to patients' data in the Indian telehealth industry and also highlights the nuances of privacy and data protection.

Call forArticles

We invite articles for the Fifth Issue of 2021 of SAMVAD.

The Theme for the edition - "Business Analytics"

The articles can be from Finance, Marketing, Human Resources, Operations or General Management domains.

You may also refer to sub-themes on Dare2Compete.

Submission Guidelines:

- Word limit: 800 - 1200 words
- Cover page should include your name, institute name, course details & contact no.
- The references for the images used in the article should be mentioned clearly and explicitly below the images.
- Send in your article in .doc or .docx format, Font size: 12, Font: Constantia, Line spacing: 1.05' to samvad.we@gmail.com.
- Please name your file as: <Your Name>_<title>_<section name e.g. Marketing/Finance>
- Subject line: <Your Name>_<Course>_<Year>_<Institute Name>
- Ensure that there is no plagiarism and all references are clearly mentioned.
- Clearly provide source credit for any images used in the article.

TEAM SAMVAD

EDITORS GUILD

Parag Joshi
Chief Editor

Sanjyot Mahajan
Co-Editor

Sivapriya Jayaprakash
Co-Editor

CREATIVE MINDS

Harshita Sharma
Head

Nikita Bansal
Member

Aakash Rai
Member

TEAM SAMVAD

PUBLIC RELATIONS PROS

Srija Jha
Head

Mandar Bhagdikar
Deputy Head

Mitali Satwilkar
Member

Ayushi Choudhary
Member

Sohan Soni
Member

WeChat REPS

Aayushi Sachdev
Head

Akshata Gunjan
Member

Parita Limbad
Member

TEAM SAMVAD

CONTENT CURATORS

Harshita Ajwani
Head &
Content Curator - HR

Twesha Dhar
Deputy Head &
Content Curator - Marketing

Shubham Wagh
Content Curator - Ops

Aditi Pandey
Content Curator - Fin

Animesh Pandey
Content Curator - GM

THINK POSITIVELY
NETWORK WELL
EXERCISE DAILY
EAT HEALTHY
WORK HARD
STAY STRONG
BUILD FAITH
WORRY LESS
READ MORE
BE HAPPY
VOLUNTEER FREELY
RELAX OFTEN
LOVE ALWAYS
LIVE FOREVER