

**Name of article:** Green Businesses and future enterprises



**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 innovators, engineers, 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 trends sensitive asset development.

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 innovators, engineers or businesses that is to function profitably and to also reduce operating expenses to ensure more profits.

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 **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 innovators, engineers or businesses future ready, but will introduce a business owner, stakeholder, management team to country wide decisions for sustainable development with good governance.

It is still left to the business owner, stakeholder, 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 cut down on product making, scale of development, manpower or worse even shutdown operations in different locations. The 2017/2018 news reports post demonetization highlights that this is going to happen even more in the future.

The imperative to make “**Every business a Green Asset**” is an endeavor that can internalize the two-fold problem or relationship.

It needs to be said that **the current and worsening job crisis** makes it necessary for organizations to plan for profit-making keeping the future in mind. The skilled will need to help the unskilled, keeping in mind that employment means work for both categories of people.

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

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### **Step 1: Incorporate Social Accountability for NEXT Steps Sufficiency (to help the skilled section ensure the unskilled section or labor forces are respected for their endless efforts)**

The intent of social accountability is to provide an auditable, voluntary standard, based on the UN Declaration of Human Rights, ILO and other international human rights and labor norms and national labor laws, to empower and protect all personnel within an organization's control and influence who provide products or services for that organization, including

personnel employed by the organization itself and by its suppliers, sub-contractors, sub-suppliers and home workers.

Scope: It is universally applicable to every type of organization, regardless of e.g., its size, geographic location or industry sector.

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.

An organization can comply with this Standard through an appropriate and effective Management System. AOEC's self-assessment helps bring in awareness, sensitization, preparedness and accountability by putting across questions framed that need to be answered in the affirmative (Yes) in order for the organization to be socially accountable in its human resource management policies.

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### **What does Social Accountability focus on?**

- a. Child Labor
- b. Forced or Compulsory Labor
- c. Health and Safety
- d. Freedom of Association & Right to Collective Bargaining
- e. Discrimination
- f. Disciplinary Practices
- g. Working Hours
- h. Remuneration
- i. Management System
- j. Climate Change Mitigation

The author's "**Gap analysis toolkit for Sustainable Development**" can help a management team prioritize what an organization must take as most relevant steps to plan for, implement and achieve Social

Accountability for sustainable development, growth and to stay ahead in this millennium.

The “**Gap analysis toolkit**” is available **either on CD or on printed media** as required by the subscriber.

For more information, contact the author at [venkataoec@gmail.com](mailto:venkataoec@gmail.com) or on +919342867666.

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## **Step 2: Incorporate a Green Asset View into your business model (to innovate for your business and ensure sustainable development)**

The **Green Asset View** associated with a business includes ratings for how sustainable is it's 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) **Project management** (where Sustainable Development is integrated into the rest of the best practices)

(b) **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)

(c) **Workplace 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)

(d) **Trends sensitive human resource administration** (by adding a factor called self-sustenance 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.

The author's "**Gap analysis toolkit for Sustainable Development**" includes details for (a), (b) and (c).

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### **Step 2(+): Designed ownership to help self-sustenance?**

Innovators, Engineers, 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?**

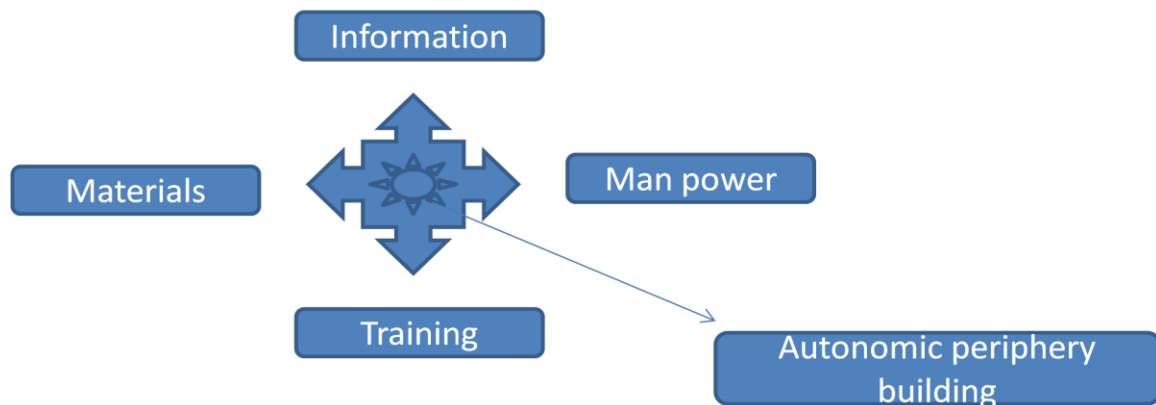
It consists of effort to design self-sustenance on the basis of aspects like improving organizational readiness, focusing on intention to deliver excellent services, visualization for better ownership, commitment for adherence to methodology / structured management systems, affirmation via in-house self-assessments, 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.

**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 HRD Quadrant in all business models**

One must add a **universal HRD Quadrant** to help any 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 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.

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

#### **I. People in the business respond / act on the basis of a hierarchy of needs**

- a. Physiological needs – need for food, clothing, shelter etc
- b. Security and social needs – need to earn for sustenance, and need for reassurance that there is no fear of loss of job, property and shelter
- c. Social affiliation or acceptance needs – a need to belong, a need to be accepted by others
- d. Self-esteem needs – need for power, prestige, status, self-confidence
- e. Self-actualization needs – need to maximize one's potential, self-expression
- f. Healing quadrant needs – need to understand, address and reduce enervating aspects or stress levels



It needs to be pointed out that as people advance in an organization their physiological and security needs reduce but their affiliation, esteem and actualization needs increase.

## **II. A 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
- + Leadership effectiveness
- + Job satisfaction or role satisfaction
- + Capability for individual decision-making
- + Inspiration to perform / get appraised for performance
- + Attitude measurement
- + Work stress etc

### **2. Sociology where the focus is on responses to**

- + Formal organizational theory
- + Bureaucracy
- + Organizational technology
- + Organizational culture
- + Group dynamics or team work
- + Role of communication in the organization
- + Healthy use of position/power or need for more power/self-expression
- + Recognition of conflicts and conflicts management
- + Inter-group behavior or inter-personal relationships

3. **Social psychology where the focus is on**
  - + Behavior change management
  - + Attitude change management
  - + Adept communication in all circumstances
  - + Group process management / inter-department role play
  - + Group decision-making
4. **Anthropology that focuses on**
  - + Organizational culture and its effect in social diversity
  - + Organizational environment and its influence on personnel
  - + Recognition of comparative values, attitudes in personnel/customers
  - + Understanding of behavior/beliefs through cross-culture analysis

## **2. The next cross-realm needs the HRA team to look past the current 360 degree feedback systems**

Implementing acceptability for (I) and (II) does mean that a HRA team must design performance appraisal systems and incentive planning systems to use biographical feedback for **corporate growth, coordination and overall understanding**, where this feedback should be collected as part of a quarterly cycle.

Collecting feedback for corporate growth, coordination and overall understanding 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.

### **Employee satisfaction**

Performance trends and strategic thinking generally drive decision making but tomorrow fiscal downturns may override this decision making, wherein a business may need to trim down its workforce to remain sustainably profitable or sometimes even to remain operational.

## **Recommendation**

While trimming down workforces, the HRA team **must enclose a report** along with any experience letter or letter of recommendation where it is clearly stated as to what has been done for 2 factors that is

i. **Self-actualization needs for the employee**

ii. **Healing quadrant needs for the employee** with a separate section on **most relevant feedback on what can be done by the employee for his or her security and social needs.**

Incorporating this function in the universal HRD Quadrant will make it possible for the government, HRD ministry and future employers to understand and react for any job crisis.

### **3. The third cross-realm is to ensure the universal HRD Quadrant recommends Organizational technology**

In this understanding, organizational technology refers to how technology can be used to ensure proactive teaming for Sustainable Development.

Here Sustainable Development stands for development where the business grows and so do the employees irrespective of whether they have contributed for the business's profit making in equal aspects.

## **Recommendation (for equal involvement for Sustainable Development)**

Today there is no converged thinking outlined for businesses to design and implement systems for Sustainable Development.

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

The universal HRD Quadrant of a business can leverage the policy making and associated infrastructure being provided by the government to deliver systems that ensure (it's) skilled and unskilled employees or labor forces upgrade skills needed for self-actualization.

This will start an initiative called the “**NEXT step for empowering employees**” so that employees can skill up for self-sustenance while working in assigned positions or roles.

This is deemed necessary as businesses turn dysfunctional later; it is the employee (skilled or unskilled) who is first affected by any decision making and its line of management.

This cannot be compared to any “curriculum or extended facilitation” for training or to an on-site knowledge improvement programme, as the new universal HRD Quadrant will work past employer intervention, where it can ensure that employees are empowered and skilled to be adeptly trained in areas that they choose as citizens of India, irrespective of whether it means performing for the current employer or otherwise.

## **Future enabled or strategic activity to create jobs**

Integral thinking is needed to create jobs.

Today organizations have their own HRD models or HRA models. This has not 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.

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

1. Adding self-sustenance as a new function in employee management systems.
2. Helping employees relate to the needs of India by offering opportunities to each of them to use the Skill India initiative to train themselves without employer intervention.
3. Helping business act to avoid becoming dysfunctional, by publishing requirements that are part of an Autonomic Periphery that mandates self-assessment and improvement in focal areas.
4. Adding intrinsic endeavors as part of the Make India initiative to help address
  - a . Physiological needs of people in select cities, regions or locations,
  - b. 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 equip businesses to make products with regulated foreign assistance.

The author's "**Millennium Resource Centre**" website includes self-assessments for making your business green. Website URL is: [www.venkataoec.wixsite.com/resourcecentre](http://www.venkataoec.wixsite.com/resourcecentre).

This article is part of the "Future Generic Insights and Art" handbook.

For more information, contact the author at [venkataoec@gmail.com](mailto:venkataoec@gmail.com) or on +919342867666.

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## References

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