



D2BS and the SCOPE OF **ANALYSIS FOR Businesses in crisis**

Business areas assessed (selectively)

1. Business Dashboard and Product/Service/FASTBIZ Intelligence

2. FASTBIZ and/or SMART Business Model

3. Sustainable Marketing and Outreach

4. SMART Lifecycle Management

5. Sustainable Quality assurance today

6. Sustainable Project Management today

7. Sustainable Facility Management

8. Sensitized Risk Mitigation and Disaster Management

9. Climate Change & Diversity Mitigation and Adaptation

Validation criteria for analysis and recommendations
1. Diversity or Need or Impact
2. Feasibility
3. Scalability and sustainability
4. Completeness
5. Short-term, mid-term and long term benefits
6. Stake holding and Continual performance on the basis of ISO 9004

Products of India (Excerpts)

The following products are important for India
 Business Goods, Craft, Consumer Goods, Food product and consumables, Textiles and Apparels, IT (Hardware or Software) Goods, Knowledge & Educational Goods, Mass commuting or Specific to need Vehicles



2019-2020, the current trove and beyond

With the timeline of “the all impending threat of” global warming and climate change looming over us, it has become more necessary for us as specialty clusters or members of the products industry to unify our endeavour to create sustainable products.

By sustainable products, one means - products that do not affect the current and future generations during their cradle to grave lifecycles.

By calling them sustainable products, one must not forget that creating such products can make us create heritage value. The trove of heritage value is that we can help safeguard Mother Earth, her ecosystems and our specialty doership in our own small irreplaceable ways.

This article helps throw some insights into doing this. It highlights a set of universal questions that can be used by a product design/manufacturing/improvement cluster or product team in their cradle to grave lifecycle to showcase their products.

TAKE
ROOT



Universal questions for a manufacturer or product developer

The questions are classified into 4 areas - that is Business shelf guidance, Vision for Quality, Go Green focus and Doors of Perception.

Business shelf guidance

1. What do you think attracts your customers or potential investors?
2. What right conceptualization knowledge or product experience can you add to make more people use your product?
3. What self-perpetuation of an individual, or community development, or ecosystem preservation can you enable via proper business shelf guidance?

The intent being that helping customers understand the need for sustainable products and lifecycles can help initiate a right demand and supply balance.



Vision for Quality

1. What are your main thoughts about quality in your product or product part?
2. Can “your vision-for-quality” add to the man-making qualities of all connected with the product, be it as one who conceptualizes, or designs, or manufactures by hand and machine, or delivers or supplies, or sells, or showcases or uses or ultimately disposes of the product?
3. Can the product act as a referable platform that provides insight into how knowledge has been harvested to make the cradle to grave lifecycle sustainable and how the product experience will or has improved the customer (be it as an individual or as a community or as a sustainable product)?

The need today, steps beyond the concept of quality, as envisioned by the pioneer Deming. The need of the hour is to add cluster enhancing or man-making qualities to products and their lifecycles.

Cluster enhancing or Man-making qualities refer to qualities such as leadership, passion, interest and empathy to conserve resources, or to preserve ecosystems, or to mitigate climate change and thus safeguard Mother Earth for the future generations.



Adopting practices from Environment Management Systems or standards

Go-Green Focus

1. What can you save for Mother Earth via your product? What can you preserve via your product or product part? For example, different natural or man-made resources, ecosystems, specialty hubs, the environment or balance in nature, heritage value, culture, religious beliefs (essentially the belief in the Cosmos and the idea of a universal God) etc?
2. What is green in your product? For example the Design or Product science, Earth facts, Raw materials used, Natural or Man-made Resources used, Infrastructure used, Sustainable methodologies used for the cradle to grave lifecycle?

Today it is the duty of every one of us to think green so as to mitigate the threat of global warming, climate change, resource depletion, loss of ecosystems, disappearance of flora and fauna.



Doors of Perception (A social responsibility)

Perception refers to an individual point of view, one's belief, one's opinion. Perception is always accompanied by perception bias, which makes a point of view selectively judgmental and sometimes even coloured.

It is important for all innovators, product design or product development teams to open the doors of perception that steps beyond perception bias like "what is in it for me, if not me it will be done by someone else", to a social responsibility where each innovator, craftsman or product team brainstorms for aspects such as the following:

- a. What information can be provided to Web Portals or Autonomous product experts who review products or product parts for their use of sustainable methodologies? Where such information will create more strategic involvement and endeavour for greener products.
- b. What "sense of doership" hubbed information (as product showcasing, product tagging & product literature) can be provided to help make similar product making or product development more full-fledged, more reflective and more in sync with the need to mitigate risks and threats to Mother Earth?

c. Can the product team develop and include a Hub driven Green ticketing lifecycle to help different endpoints such as supply chains, retailers, businesses, consumers and customers raise concern and find resolution for issues such as

- ✓ Enquiries about the Design or Product Science
- ✓ Any need for compliance with the universal interest to safeguard the environment
- ✓ Steps that need to be taken to register complaints or grievances regarding deviations, defects or flaws
- ✓ Steps that need to be taken to maintain, repair or restore the product, to ensure it does remain useful, valuable and safe for (a stipulated period related) utilization
- ✓ Steps that need to be taken to safely decommission (end lifecycle), dispose or recycle the product and/or its components