



BEE WISE!

EE S&L change marketing for Indian ICTe
Ashwini Kumar



Star Trek...the last frontier

Last scene...after the Enterprise has aborted the assassination of the Chancellor of Peace...



Chancellor. What is all this all about?

Captain Kirk. It is all about change, Madame Chancellor.

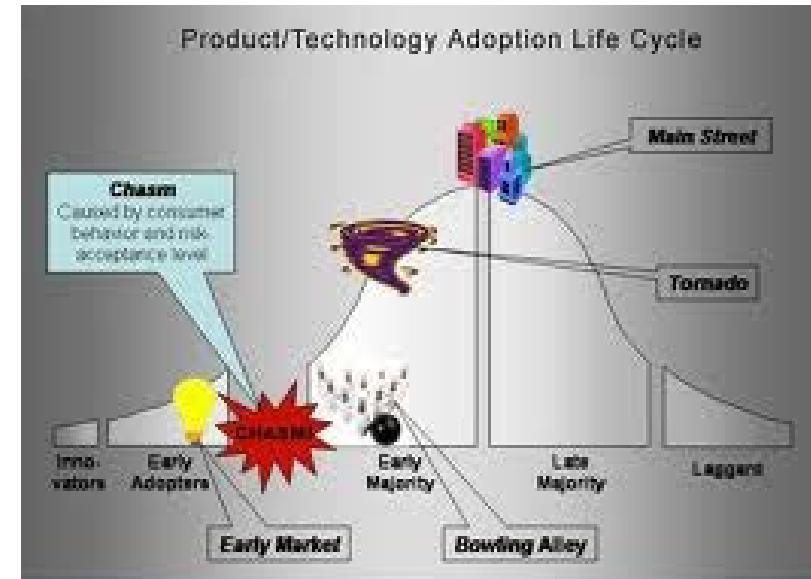
Some people can be very afraid of change...



Change is a gradual process for humans by nature..



In a target community,
different people have different
propensity to change
acceptance....



MAIT





S&L program diffusion in the society is...

- 🎯 A change management exercise
- 🎯 Attitude shift exercise for the consumers
- 🎯 Attitude shift exercise for the stake holders
- 🎯 **IT IS A MARKETING EXERCISE!**



The Emotive Proposition for S&L change!



 National Interest Analysis

Ex. Energy Savings

 Industry Interest Analysis

Ex. NTB to block non-std imports



BEE Wise!

EE LAWS will directly IMPACT YOU!

Energy Efficiency is a burning national need!

Energy Efficiency regulation has already transformed consumer buying - and it will impact the UPS sector some time this year.

Likely to be released in this quarter- voluntary phase to be followed by mandatory period by next year

*HOW is your participation in the BEE advocacy ?
Pro-active or Re-active*

Purpose of this presentation

Focus on PC-Notebook category

- To take the program in it's right spirit to execution
- Inputs taken by creating a steering committee on BEE program for various categories
- Multiple meetings to-date
- Review of detailed MAIT comments on the program with Ministry to develop a harmonised program

Valued by leading Brands

BUREAU OF ENERGY EFFICIENCY
(A Statutory body under Ministry of Power, Government of India)

NATIONAL ENERGY LABELING PROGRAMME

The Minister of Power, Government of India has announced the Standards and Labeling Programme for Distribution Transformers on 27th May 2007.

The Voluntary Scheme has been introduced for **Distribution Transformers** of KVA Rating 16, 25, 43, 100, 160 & 250

POWER SAVINGS GUIDE

MORE STARS MORE SAVINGS

Total losses at:
50% loading - 530 Watts
100% loading - 1000 Watts

POWER SAVINGS GUIDE

MORE STARS MORE SAVINGS

ELECTRICITY CONSUMPTION
580*
UNITS PER YEAR

Appliance	: Refrigerator
Brand	: ABC
Model	: XYZ 230-2000
Type	: Frost-free
Compressor	: 270 liter
Storage volume	: 250 liter

MAIT



EE S&L: Yes, But...



The challenges to adoption...

1. Where to place the Label?
2. Improving process flow for S&L model registration
3. Fees and Costs
4. Affordable, Available Testing facilities
5. Regulatory timelines/ roadmap
6. Execution & implementation metrics
7. Collective Program Mgt

The solutions...

1. Flexibility to label cartons of imported goods - to evolve w/ time in a CPM mode
2. Simplified Category wise registration
3. Key issues addressed above
4. Focus on building lab capacity
5. Core issues linked to change diffusion
6. Collective Program Mgt
 1. Preferred Market Access
 2. NTB for non std imports
 3. Surveys, audits
 4. Collective PRO



Creating the community movement...



Ready made Enduser/ channel presentations on EE programs

Green Film collections to promote in-house film festivals

Green Standards program for the industry and endusers

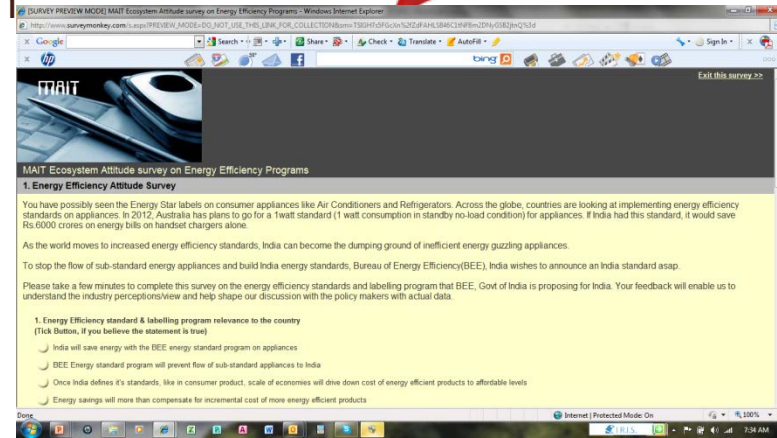
Green IT implementation tool kits, software and more...

Visit www.mait.com



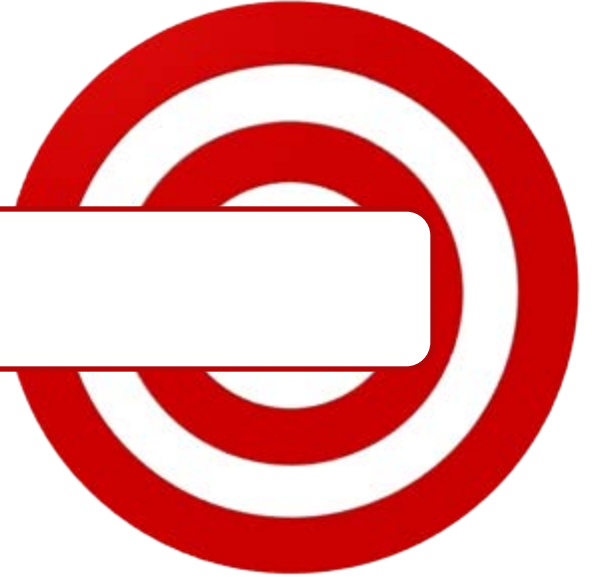
What will be the KSFs for the EE S&L?

- Inclusion
- Water-tight Execution
- Survey dip-sticks, Feed back mechanism
- & process improvement with...



with

PATIENCE...





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Chamber of Industrial & Commercial Undertakings

(Govt. of India Recognised)

Office Complex : E-648-A, Phase-V, Focal Point, Near BSNL Exchange, Ludhiana-141010, Punjab (India)

Ref. No.CICU/FP/2092
Date: 25/11/2010

Mr. Ashwani Aggarwal,
Executive Director
Manufacturers' Association for
Information Technology (MAIT)
PHD House, 4th Floor
Opp. Asian Games Village
New Delhi-110016

Vijay & Thomas

Subject: Thanks for Conducting Successful Seminar & Expo on Technology Opportunities for Emerging Enterprises

Dear Sir,

On behalf of the Management of CICU, I express my deep sense of grati and indebtedness for excellent conduct of the program. I extend a heart-thank you, for making this event a great success.

It was an outstanding event and all was wonderful, nice and interestin every domain.

Please accept my heartily congratulations and sincere thanks for sup performance. I look forward to our fruitful and mutually beneficial coopera in future.

With Regards,
Yours Sincerely,

UP
(UPKAR SINGH)
JOINT SECRETARY
M: 98158-00622
E-mail: cicu@cicuindia.org



WORKSHOP FEEDBACK FORM



Please indicate your level of satisfaction with the workshop by filling out the below questionnaire.

	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied
1. Please rate your overall satisfaction with the workshop.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Please rate your overall satisfaction with the Management Videos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Please rate your overall satisfaction with the SMC Presentations by Speaker 1 (General).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Please rate your overall satisfaction with the SMC Presentations by Speaker 2 (SME Industry).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Please rate your overall satisfaction with the Demo Setup.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Please rate your overall satisfaction with the facilities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Overall based on your total experience at the workshop, will you attend or recommend someone else attend next time?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Will you be implementing a document mgmt application in next 3 months?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Please provide any comments you have on future workshop location, topics, speakers or general suggestions regarding the workshop.	 			
Name:	<input type="text"/>			
Organization:	<input type="text"/>			
Cell:	<input type="text"/>			

Condensed Item Analysis Report

Overall Satisfaction w/Workshop				Overall Satisfaction w/ Management Videos			
Response	Frequency	Percent	Mean: 3.94	Response	Frequency	Percent	Mean: 3.68
1	0	0.00		1	0	0.00	
2	1	1.54		2	5	7.69	
3	19	29.23		3	22	33.85	
4	27	41.54		4	24	36.92	
5	17	26.15		5	12	18.46	
Missing	1	1.54		Missing	2	3.08	

Overall Satisfaction w/ Presenter 1				Overall Satisfaction w/ Presenter 2			
Response	Frequency	Percent	Mean: 3.97	Response	Frequency	Percent	Mean: 3.54
1	2	3.08		1	2	3.08	
2	0	0.00		2	0	0.00	
3	16	24.62		3	27	41.54	
4	26	40.00		4	14	21.54	
5	20	30.77		5	9	13.85	
Missing	1	1.54		Missing	13	20.00	

Overall Satisfaction w/ Demo Setup				Overall Satisfaction w/ Facilities			
Response	Frequency	Percent	Mean: 3.94	Response	Frequency	Percent	Mean: 3.69
1	0	0.00		1	0	0.00	
2	3	4.62		2	8	12.31	
3	17	26.15		3	17	26.15	
4	25	38.46		4	26	40.00	
5	19	29.23		5	13	20.00	
Missing	1	1.54		Missing	1	1.54	

Recommend someone else				Buying in 3 months			
Response	Frequency	Percent	Mean: 0.91	Response	Frequency	Percent	Mean: 0.78
1	58	89.23		1	49	75.38	
0	6	9.23		0	14	21.54	
Missing	1	1.54		Missing	2	3.08	



Structured OMR feedback form, processes and reports - w/ fast TAT - THE PROGRAM RESPONSE SPEAKS FOR ITSELF!



Next Steps

While there is a direct commercial benefit of joining MAIT - the biggest advantage is the TEAM process!

Stage 2

- Association/ Affiliate activation

