



ORGANISATIONS WITH A POWERFUL PURPOSE

BS MARKETING INITIATIVE

THE SCIENCE AND PSYCHOLOGY OF HUMAN BEHAVIOUR

> **Yuvarajsinh Zala, CFAO and Head HR and Administration, Anant National University, offers a template for harnessing behavioural science and nudge theory to design effective workplace environments and policies**

Creating a positive, conducive and healthy work environment is crucial to fostering employee well-being, leading to higher job satisfaction and lower stress levels. Such an environment enhances productivity and creativity, as employees feel more engaged and motivated to perform at their best. One of the best ways to create such an environment is by leveraging principles from behavioural science and nudge theory.

From designing desired physical workplaces and simplified policies for beneficial behaviours to having a rewarding system in place, providing training and education, community building and collaboration and emphasising employee well-being, there are ample ways of nurturing a work environment that will get the best out of employees.

Every organisation is uniquely positioned to harness the principles

of behavioural science and nudge theory to create workplace environments and policies that promote desired behaviours and habits. By understanding the psychological factors that influence human behaviour, organisations can implement subtle interventions, often called "nudges", to encourage positive actions and habits among employees.

Behavioural science provides insights into how people make decisions, revealing that individuals do not always act in their best interest due to cognitive biases and limited willpower. Nudge theory, developed by Richard Thaler and Cass Sunstein, proposes that by altering the environment in which decisions are made, it is possible to guide people toward better choices without restricting their freedom of choice.

One practical application is in

the design of physical workspaces. Organisations can foster a culture of creativity and teamwork by arranging offices and common areas to promote collaboration and spontaneous interactions. For example, placing shared resources in central locations can encourage employees to leave their desks and engage with colleagues, enhancing communication and idea exchange.

Policies can also be crafted using nudge principles to encourage healthier lifestyles and work habits. For instance, implementing default options for more nutritious food choices in campus cafeterias can subtly guide individuals towards better nutrition. Similarly, incorporating standing desks and promoting walking meetings can reduce sedentary behaviour, contributing to better physical health and increased productivity.

Behavioural insights can also inform policies aimed at improving work-life balance. Flexible working hours and remote work options can accommodate diverse employee needs and preferences, reducing stress and increasing job satisfaction. Additionally, policies that encourage regular breaks and discourage excessive overtime can prevent burnout and promote sustained performance.

Furthermore, organisations can use behavioural science to enhance professional development and continuous learning. Setting up default enrollment in training programmes and providing easy access to educational resources can motivate staff and faculty to pursue ongoing skill development. Gamification of learning activities, where participants earn rewards and recognition for their achievements, can also increase engagement and motivation.

Using nudge theory principles in feedback and performance management can promote a culture of continuous improvement. Regular, constructive feedback sessions can be designed to be more approachable and less intimidating, encouraging employees to actively seek and act on feedback. Small nudges like reminders and prompts for setting and reviewing personal goals can help maintain focus and drive progress.

Ultimately, by leveraging the principles of behavioural science and nudge theory, organisations can create an environment that supports and actively encourages desired behaviours and habits. This approach leads to a more engaged, healthy and productive workforce, fostering a culture of innovation and excellence that benefits both individuals and the institution as a whole.



CRAFTING NEW-AGE BRAND NARRATIVES

> **Beyond the tried and trusted, there is a brave new world of brand-building waiting to be explored, as demonstrated by those forming the cohort of Brand of the Year 2024**

Much has changed in the past few years, and among them, perhaps the notion of 'brand loyalty' is the one most discarded. Studies show that among older shoppers, brand loyalty is now a thing of the past. And younger buyers are not much different, with those in Asia and the Middle East showing a greater propensity than ever to switch to higher-priced brands, even more so than their counterparts in the West.

Brands must now adapt to stay relevant. No longer is it enough for a product or service to satisfy

a narrow need. Progressive thinking is now the norm, with a sense of elevated purpose and demands bundled along with it.

This is a fine balancing act to strike, but a few are walking this tightrope better than others, and they were held aloft as shining exemplars of excellence at the third edition of Brand of the Year 2024. By crafting relationships that have withstood the test of time, they have stood differentiated, and thereby crafted their success stories.



STRATEGIC INITIATIVES, CREATING MEANINGFUL IMPACT

> **Niranjan Kirloskar, Managing Director, Fleetguard Filters Private Limited., expounds on how the brand integrates purpose or social impact initiatives into overall brand strategy**

Established in 1987, Fleetguard Filters Private Limited (FFPL) is a market leader providing filtration solutions for decades to various industries. Since its inception, the organization has had a strong impetus to contribute to philanthropic pursuits and has a focused Corporate Social Responsibility (CSR) functional team that persistently endeavors to build social capital.

FFPL's team strategically undertakes projects to create meaningful impact. Broadly there are four areas around which most of the projects are focused. They are Health and Safety, Education and Promotion of Art and Culture, Environment and Local community & Infrastructure development. Over the years, numerous projects under each of these arenas have been successfully undertaken.

FFPL has continuously incorporated social effects into its core principles for many years, even before CSR became a regular business practice. In order to give pre-primary and primary school students from below-poverty-line households access to free, top-notch education and nutritional food supplements, FFPL supports Shree Ramkrishna Charity (SRC) for the development of Bharat Vidyalay in Wai, Maharashtra since 2005. FFPL, on a corporate level and along with a few dedicated employees, actively promotes and supports the school by contributing either financially or by volunteering their time.

Employees play an important role as representatives for FFPL's mission and social impact activities. The organization promotes a culture of

social responsibility by encouraging workers to participate in volunteer initiatives and community projects. This engagement improves staff morale and retention while also amplifying the effect through collaborative action.

FFPL's dedication to contribution to society goes beyond CSR. The company offers a wide range of filtration products and services, including air, fuel, lube, and hydraulic filtration solutions for industries such as automotive, construction & mining, industrial, agriculture, power generation and many more. This wide variety of products is designed to help meet national sustainability targets by addressing changing emission standards, fostering innovation and continuing research, and promoting a healthier and cleaner environment.

An area of focus for FFPL is on R&D and innovation for the development of filtration solutions for upcoming technologies like alternate fuel technology. This ground-breaking invention in sustainable mobility offers a greener alternative to conventional fossil fuel engines. By investing in cutting-edge filtration systems designed for the future of alternate fuels, FFPL makes a substantial contribution to the promotion of clean energy sources and the reduction of carbon footprint.

Fleetguard Filters Pvt Ltd demonstrates how a corporation may include social impact into its core activities, resulting in a beneficial ripple effect throughout communities, industries, and the environment.



GOING GREEN TO CREATE A SUSTAINABLE ADVANTAGE

> **Dilipp Agarwal – Managing Director, Super Smelters Limited, weighs in on the brand's environmental stewardship and sustainable values**

At Super Shakti, sustainability and environmental responsibility are integral to our ethos. We are deeply committed to green initiatives, as demonstrated by our recent strategic partnership with TATA Power Renewables to promote renewable energy in Eastern India. Through this ground breaking collaboration, formalized by a Memorandum of Understanding (MOU) and the commissioning of a 5MW capacity, we aim to achieve 100% green power for steel production, significantly reducing CO2 emissions in the region.

This ambitious initiative will generate 147,014 MWh of clean energy, underscoring both companies' dedication to sustainability and environmental stewardship. By integrating renewable energy sources into our steel production process, we are setting a new industry benchmark

and paving the way for a cleaner, greener future. This transition to green steel is expected to reduce carbon emissions by up to 120,110 tons, aligning with the Hon'ble Prime Minister's vision of achieving net zero by 2070.

Additionally, the company has established a 35-acre green project in Kantaberia, Durgapur. This project not only cultivates organic produce, operates a dairy, and runs a fishery, but also provides fresh fruits and vegetables at subsidized rates, positively impacting local lives and creating job opportunities. Our numerous CSR activities further reinforce our green commitment. We have installed several solar street lamps across the Sundarbans and, in collaboration with Zee 24 Ghanta, recently planted over 10,000 mangrove saplings to maintain the green cover.

The company is also actively educating children in the Damodarpur and Ikra Villages about environmental conservation. At Super Shakti, we ensure our internal operations, from supply chain management to employee practices, reflect our sustainable values. These initiatives showcase our



Super Shakti is a Super Smelters Ltd Brand.

commitment to proactive environmental stewardship and a sustainable future, embedding sustainability into our Super Shakti DNA.



STRENGTHENING LEADERSHIP IN INNOVATION

> **Sushmita Nag, CMO, Fenesta, peers into the future of the brand**

With 21 years of window excellence, Fenesta has established itself as India's leading brand for fenestration solutions. The brand pioneered the introduction of uPVC windows and doors and today has expanded its portfolio to include Aluminium windows and doors, Solid panel doors & Facades.

Deepening Customer Relationships

True to its vision of enhancing lives and homes through innovation and excellence, Fenesta leverages data analytics and AI to offer highly personalized customer experiences, ensuring each product meets individual client needs. Enhanced engagement through customer feedback loops, loyalty programs, and community-driven initiatives will strengthen customer loyalty and brand advocacy.

Embracing Digital Transformation

Fenesta will focus on robust, user-friendly digital platforms for sales and service to cater to the expansive Indian and international markets, providing a seamless digital experience

for customers. Utilizing VR and AR technologies for virtual showrooms and interactive product demonstrations will enhance the customer buying experience.

Innovation in Customer Service

Implementing preventive maintenance services using data analytics to address issues proactively is key to Fenesta's customer service strategy. The attractive AMC service package launched for customers ensures a superior experience, while 24/7 customer support through AI-driven chatbots and a well-trained service team enhances customer satisfaction.

Consistent Storytelling

Fenesta will maintain a cohesive brand narrative highlighting its journey, innovations, and future aspirations through multimedia and omnichannel campaigns, including video content, social media stories, and blog posts. These communications will reflect Fenesta's core values and commitment to quality and customer satisfaction.



Additionally, Fenesta's robust network of over 350 dealers and presence in more than 900 cities, including international markets like Nepal, Bhutan, and the Maldives, has laid a strong foundation for future growth. Fenesta's story for the next decade is one of ambitious growth, relentless innovation, and unwavering commitment to excellence. The brand is dedicated to staying relevant and resonant with its customers while expanding its influence and market share globally.

