Marketing Strategy for the Industrial Service - Lifecare & Academy of Tuv Rheinland in the Indian Market Scenario

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Abstract: The paper talks about a business stream which is known as the Lifecare & Academy of TUV Rheinland and how can we market it all around India. It talks of various marketing strategies to be devised and used. Lifecare is all about occupational health safety and hazard. To direct more attention toward the various practices of social marketing which can enhance the impact and effectiveness of marketing campaigns to reduce workplace injuries. Academy focuses on personnel certification, professional certification, consulting, training.

Introduction

The TÜV Rheinland Group is a leading provider of technical services worldwide. Founded in 1872 and headquartered in Cologne, the Group employs more than 19,300 people in 550 locations in 69 countries and generates annual revenues of € 1.7 billion. The Group’s mission and guiding principle is to achieve sustained development of safety and quality in order to meet the challenges arising from the interaction between man, technology and the environment. TÜV Rheinland India is a subsidiary of the TÜV Rheinland Group, Cologne. With their nationwide presence in 100 locations, we provide services to the industry in the field of industrial services, mobility, product testing, life care, training & consulting and management system certification. They have been present in India since 1996. TÜV Rheinland has state of art testing facilities and laboratories spread over an area of 1,50,000 sq ft., located in India in the field of product safety, electromagnetic compatibility, solar photovoltaic, chemical, material, food & microbiology, fire & safety, fiber optics, lift technology, textiles and footwear (all our facilities are accredited to National / International standards such as NABL, MNRE, CB Scheme, BIS and FCC).

Lifecare

There are surveys which reveal that young workers in India do not rank in safety in top priority, neither do they place injuries at work place on top of their minds. A national survey of age ranging from 15 to 25-year-old Indian workers revealed that very few out of them recalled listening or seeing or watching occupational health safety information in the past year, and hardly 13% were worried about workplace dangers and injuries. Still there are concerns about safety at work place. Factors which link to physical and psychological development play a major contribution to young injuries of workers. Young workers tend to lack the emotional maturity which is vital for handling risk at tasks. Cognitive development is usually in complete up till a young age.

Academy

TÜV Rheinland India has various collaborations such as NIFE Academy, Centre of Excellence in Rajasthan with Cairn India and with Siemens. Skill development is vital for our country in current scenario for various reasons. India is expected to grow younger as it has the power of demographic dividend, with more than 63% of our population being in the working age group by 2020. This demographic age group will be looking for jobs, and might drive domestic demand if they get to enjoy decent economic and social status. Ironically, many developed nations are expected to face shortage of manpower. The forecasted skilled manpower shortages in Europe are to the level of 19 million workers. It shows that there would be opportunities for our youth abroad resulting in better standards of living.
Marketing Strategy for Lifecare

Target Market- Corporate
Blue collared employees
Segmentation-Small & Medium enterprise
Large enterprise
ITI (Industrial Training Institute)
Collaboration with
CII (Confederation of Indian Industries)
It can provide access to the world of opportunities ranging from networking with the corporate of Indian and global industry to assisting in framing and development of economic and industrial policies through close relations with the government

Industrial Corridors
Capturing the four industrial corridor across India and carrying out activities related to Occupational safety hazard such as on the World Safety day.

Promotion of merchandise such as caps or shirts could help popularize TUV.

Safety Meeting App
Come up with a safety meeting application that could run on mobile phones in case of emergencies

Community Campaigns
To establish community campaigns so as to spread awareness about safety nationwide

Real life stories
To have blue collared employees cast in a real life video of how safety turned their life around

Business Directories/Magazines
To advertise in business magazines and directories

Social Media Ideas
Come up with social media campaigns

Marketing strategy for Academy

Target Market-Corporate
College
Individual
Schools
Highlight the list of speakers or trainers
Have webinars to access the vast reach

Live projects
Have live projects to create a brand visibility among youth

Contests
Have round the year competitions to promote the brand.

Drama
Organize theatre in schools or sponsor those events so as to create a buzz related to safety

Analytics
Leverage predictive analytics to understand the market trends

Tie up with Network providers
Collaboration with any network provider and convince them to preinstall TUV number for safety.

Official Merchandise
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Conclusion

There is no doubt that social marketing would be a critical ingredient in the recipe of worker safety and an in-depth research is required to find out the most effective and a pleasant role that social marketing can play. Future research would focus on evaluation of workplace safety and social marketing campaigns, in order to provide true insight into what elements of social marketing would influence and facilitate change in behaviours.

References


