

SM302

## Principles of Management Mid Semester

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1. In 1975, economist Burton Weisbrod published a theory known as the "public goods theory of nonprofit organisations." It includes two concepts "demand heterogeneity" and "median voter". Demand heterogeneity is demand for public and quasi-public goods to the people in affordable price and to the people who demand quality and quantity. The median voter represents that largest segment of the demand for public and quasi-public goods in the electorate. The aim is to provide public goods and services to the people in a way that the government doesn't satisfy.

Example:- Voluntary Health Association of India (VHAI) is a non-profit organisation in India that aims to provide healthcare facilities with quality and affordability. Its aims include a culturally acceptable and economically sustainable Health care system in the country. Its objective is to ensure social justice, equity and human rights in provision of healthcare services. It also aims to develop sustainable and innovative strategies in the sector.

Trust related theories

Non profit organisations have an advantage over for profit organisations in terms of trust. The non profit distribution constraint makes them more trustworthy. Non profit behaviour should not

be exploited, the status of the organisation should be predictable by consumers to be trusted.

Decentralising and transparency can add to consumers' trust.

Example - Charities Aid Foundation (CAF) in India aims to encourage charity related work without profits. The non profit constraint encourages to trust and donate through CAF.

### Entrepreneurship theories

Social entrepreneurs think creative, innovate keeping the people in mind. They solve problems in the real world with effective solutions.

Example - Some religious groups contribute in running educational institutions.

### Stakeholder theory

Non profit organisations are built on a framework of interested parties on both the demand side and supply side known as "stakeholders".

### The interdependency theory

There is an interdependency between government and non profit sectors. Both can work hand in hand to contribute to the greater good of the society.

example - NGOs are distributing relief packs including food, medicines and essential supplies during COVID 19 to help the government.



## 2. Key features of a good urban planning.

### Equal opportunities

Implementation of guidelines and policies that ensure equal access to urban and public spaces, facilities and services.

### Healthcare

Better planning so that healthcare facilities are available to everyone at affordable price and reasonable quality. Setting up a clean environment and better access to clean public toilets for both women and men. Free vaccine provision to the public on certain diseases. Free regularised checkups to ensure the prevention of deadly diseases.

### Transportation

Planning the city to enable better connectivity of roads. Connecting the city through public transports like metros, buses, autorickshaws etc. Underground metros can reduce crowd in the city. A good connected city with shopping centers, work related activities at the center of the city and household at the outskirts can enable a good work-life balance.

### Education

Increased number of public schools with quality education. Programmes by the government like Sarva Shiksha Abhiyan, Beti Bachao, Beti Padhao to increase the awareness and importance

of education. It also aims to increase the facility to educate more and more children.


Internet / Communication / Electricity.

Better facilities to enable transfer of information. A good electricity facility to everyone in the city.

3.

Technology related models.

Newer models to embed new technologies like TESLA's electric cars can be adopted. Investing in software based systems in the car model.

For example, better anti-accident alerts, cameras in the front and behind the car, GPS systems embedded in the car etc. 

Building autonomous cars.

Building self driven cars with better AI.

Ease and comfort of transportation.

Sustainable development.

There is a need for sustain-able development in every sector for a better future.

Better models to harm the environment less. Models that can release less pollutants to the environment. eg:- electrified automobiles.



Governmental standards and policies for fuel efficiency and quality standards.

Automobile exhaust emission standards as thresholds.

Bottom line is energy conservation and environmental protection.

Use of pure electric vehicles, fuel cell vehicles, hybrid electric vehicles and ethanol gasoline vehicles.