

NSSR Handbook - Synopsis

By

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V 1.00a.2025 (FOR THE CENTRE OF EXCELLENCE)

(With progressive incorporation of AI/ML/
Generative AI and Agentic AI)



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1. Introduction

- **Road systems and Commuters - National Safety Social Responsibility**
- **1.1 Title:** National Safety Social Responsibility (NSSR) Handbook
- **1.2 Subject:** A set of programmes and handbooks that design a core relationship between road safety practices and our expectations to drive on road systems accentuated today, with incidences, issues or risks, where there is no universal-knowledge-management-channel for social-responsibility-in-practices for road safety
- **1.3 Conducted for the automobile market in:** INDIA-KAR-BLR
- **1.4 Documentation Schedule:** 2ND to 28th April 2025
- **1.5 Surveys done for the following domains:**
 - ✓ Passenger vehicles (2 wheelers)
 - ✓ Passenger vehicles (4 wheelers)
 - ✓ Commercial vehicles (4 wheelers)
 - ❑ Commercial vehicles (3 wheelers) (Track Report included at present)
 - ❑ Ride operators/Taxi services (4 wheelers) (Track Report included at present)
 - ❑ **Way to Engage for PHCP vital signs related healthcare expectations and reasoning for driving condition responsiveness of CMMV fleets/vehicles.**

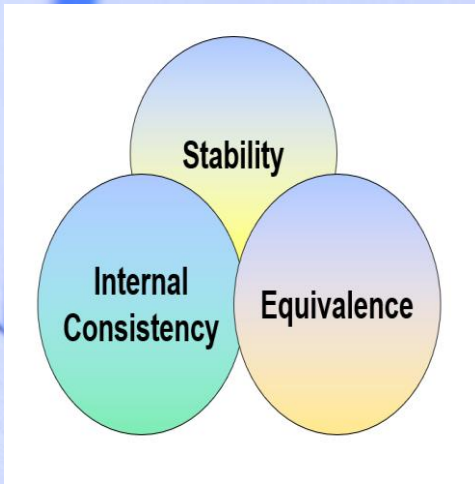
Handbook incorporation scheduler

Parameters	Time frame
Handbook proposal, documentation and review	April 2 nd to 15th, 2025
Handbook finalization and publishing	April 2 nd to May 3rd, 2025
Handbook pilot with Maruti Suzuki, Honda, Tata Motors,	May 5 th to 10 th 2025
Empirical study report for the Handbook pilot	May 2025
Incorporation for brands known to connect to road safety enablers (Finalized)	June 2025

Stage	Deliverables
Preparatory stage	<ol style="list-style-type: none"> 1. Literature Review 2. Draft and Proposal 3. Preparation of Surveys / Monitors 4. Approval
Execution stage	<ol style="list-style-type: none"> 1. Pilot deployment 2. Screening and/or Fieldwork 3. Compilation of data or work done
Reporting stage	<ol style="list-style-type: none"> 1. Analysis of data collected 2. Report preparation for Handbook 3. Report approval for Handbook 4. Report and Handbook brand specific incorporation

2. Research and Literature Review

- The NSSR Handbook is based on domain references called:
- **Drive India** - The pilot to improve awareness, sensitization and preparedness for road safety URL: <https://venkataoec.wixsite.com/driveindia>
- **Safer commuting** – A pilot to undermine issues in safer commuting caused by adversely affected road systems and our unbounded expectations from governing decision makers
URL: <https://venkataoec.wixsite.com/safercommuting>
- **Sustainable and Safer on-road assistance** – A perspective case study with specific dealer networks, URL: <https://venkataoec.wixsite.com/focus-analytics>
- **Road Infrastructure Transformation Framework** – A perspective solution finding with BBMP – Projects department and listed authorities, , URL: <https://venkataoec.wixsite.com/ritp>
- **A systemic review for road safety via a handbook to be delivered along with the vehicle owners manual** – A perspective solution finding with National Safety Council, KAR-BLR Chapter. The estimated INR pricing for each dealer of automobiles (4W(s), 2W(s) and Commercial Vehicles) being 5K for the Handbook plus the USHD Dashboard. The NSC is known to conduct road safety programmes for corporates, institutions and decision makers, wherein this pricing is separate and as per guidelines of the NSC.



2. Executive Summary

- **2.1 Aim**

- Develop and test an integrative framework of National Safety Social Responsibility management (consisting of knowledge management channels for road safety practices, dealer network documentation/practices, regulated corporate expectations from ride operators / taxi operators, and the automobile brands manufacturing vehicles)
- Examine the open-ended-effects of expecting or planning for road safety in interactions known to lack any universal framework

- **2.2 Scope of the pilot / handbook proposal**

- **Assess the relationship between**

- ❖ Dealer networks (Showrooms/Service Centres...)
- ❖ Road safety practices - awareness, sensitization and relative preparedness
- ❖ Knowledge management channels for social-responsibility-in-practices for road safety
- ❖ Surveyable incorporation of practices
- ❖ Responsiveness to Global/PAN India/Automobile Domain/Value-chain expectations for road safety

2. Executive Summary

- **2.3 Objectives of the pilot/handbook proposal**
- **Examine the linkages between**
- (1) an automobile dealer network's involvement for road safety regulations or guidelines
- (2) its Knowledge management channels, owners manual and supportive value chain practices, safety practices, and customer responsibility practices
- (3) its outcome on National Safety Social responsibilities

2.4 Innovation for automobiles and brands

The NSSR RS Handbook and Pull-outs will help plan for and integrate TGMB CRM activities for

- ☐ Complaints redressal for brand equity or ease of ownership or road safety expectations
- ☐ Product liability details for brand equity or ease of ownership or road safety expectations
- ☐ Product recall, returns for brand equity or ease of ownership or road safety expectations
- ☐ Management of waste and with or without salvaging of items that can be reused/recycled, to manage the issues of Loss of reputation, loss of goodwill, loss in business share, delay or stoppage of supply
- The emphasis for this innovation is to help dealers incorporate **BI/CQI facts based on road safety dashboarding and quality based decision making, relationship management** for the principle for quality control, quality control tools and lean principle tools that reduce gaps for asset accountability, defects, variance, waste in what is seen as responsive & repetitive need for quality emphasis or call to plan emphasis, when the quality standards are not always adherent to multi-regulatory interests.



SOCIAL
RESPONSIBILITY

NSSR RS
HANDBOOKS

NSSR RS HANDBOOK

Road Safety Social Responsibility & on-boarding

USHD SOP

- Pull-out forms or Key opinions scanned and sent

USHD
Report

Delaying/USHD Dashboards/FMCEA indicators

- USHD score specific roleplay or BI/CQI incorporation

USHD
Dashboard,
BI and CQI

- (ISO 9004) specific Reports/Case studies/
Empirical Studies

- BA or DevOps to Real World Lifecycle

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3. Scope (with Safety focus for areas)

- **3.1 Problems known**

- **Road Safety-program-outcome issues have been attributed to**

- ☐ Inadequate appreciation of road safety dynamics
- ☐ Inadequate social interest to steer ahead for improved road safety
- ☐ Poor road safety enabling platform
- ☐ Expenses driven decisions for planning customer solutions for road safety apart from the constructive owners manual
- ☐ Misalignment of customer's interests with GOI/GOK/brand/dealer network goals

- **3.2 Scope of pilot/handbook proposal with a study to evaluate effectiveness for the mainstream NSSR**

- **With this understanding, the pilot evaluates the claim that united knowledge management of interactions for road safety designs improved**
 - Relationships between safety, connected **quality practices and connected customer social responsibilities**, as well as the
 - Relationships between **customer-involvement for road safety practices and a brand's connected innovation/solutions for these outcomes**

3.2 Scope (with Safety focus for areas)

- The empirical research includes a **pilot, survey and monitor** to determine the scale of the relationship influencing the NSSR performance of a firm
- 3.2.1 **The pilot** states that unplanned conformance is expected today from customers and dealer networks, which is even more dynamic during any downturn.
- 3.2.2 **The surveys** include questionnaires with Likert scale responses for
 - Social responsibility involvement for road safety practices (___ questions)
 - INTROSPECTION: In due review after a 2025 symposium and workshop, AOEC finds that deploying a **MCP Server architecture** for the NSSR Theme involvement can help. Details will follow.
 - Connected NSSR enabling practices (___ questions)
 - INTROSPECTION: In due review after a 2025 symposium and workshop, AOEC finds that deploying a **MCP Server architecture with incorporation of Generative AI/Agentic AI assessments**) can help. Details will follow.

3.2 Scope (with Safety focus for areas)

- Customer responsiveness enabling practices (___ questions)
- INTROSPECTION: In due review after a 2025 symposium and workshop, AOEC finds that deploying a MCP Server architecture with incorporation of Generative AI/Agentic AI assessments with RAG & NSSR RS Ticket to Safer Action solution finding) can help. Details will follow.
- Responsiveness for Global/PAN India/Automobile Domain/Value-chain expectations for road safety (___ questions)
- INTROSPECTION: In due review after a 2025 symposium and workshop, AOEC finds that deploying a MCP Server architecture with incorporation of LLM/LRM enabled Generative AI/Agentic AI assessments with RAG and NSSR RS Ticket to Safer Action solution finding) can help. Details will follow.
- Responsiveness via Detailing/Manuals/Handbooks (___ questions). Editioning is in progress.
- 3.2.3 Additionally, outside the focus of this research, it is also found that other initiatives relating to Safer commuting, Safer and Sustainable on-road assistance, connected Quality of parts or products, and actual performance of these parts or products for the customer are also influential for the desired outcome and overall focus AOEC again states that use of Generative AI/RAG solution finding can help/

3.3 Scope (with Safety focus for areas)

- **To test the insightful usefulness of the NSSR handbook, and its empirical understanding, the following hypotheses are proposed:**
- H0 (Null): A Dealers interactions do not significantly improve a customer's actions for road safety
- INTROSPECTION: In due review after a symposium and workshop, AOEC finds that deploying a MCP Server architecture with incorporation of Generative AI/Agentic AI decision making with Device or wear-on(s) specific Personal Health Care Planning for CMMV drivers (at first) where vital signs assessments/indicators are shared to get recommendations from a NSSR RS Centre/Desk for driving condition responsiveness can help. Details will follow
- H1: Social responsibility and involvement in road safety practices is positively related to a Dealer's practices for sensitization, awareness and preparedness
- H2: Connected NSSR enabling practices are positively related to social responsibility and involvement
- H3: NSSR related Customer responsiveness is positively related to a brand's innovations/solutions/owner manual addendums like handbooks with surveys and monitors
- H4: Investment in NSSR related Customer responsiveness and connected Dealer practices are positively influenced by Global/PAN India/Automobile domain interests/Value-chain expectations for road safety

4. Research Methodology

- **4.1 Research method**

- To obtain primary data to test the hypotheses, a pilot + survey instrument has been selected (a sample from the public domain) to collect responses for impactful constructs like social responsibility for road safety practices, connected Quality management practices, connected Customer responsiveness, Macro and Micro environment expectations, and interrelated dimensions that impact road safety program outcomes

- **4.2 Research design**

- The responses are designed using a 7-point Likert scale.
- Due to the use of a reference, it can be said that certain pre-testing has been done for this survey.

- **4.3 Sampling procedure**

- The pilot + survey is being put across to management executives from Maruti Suzuki and other branded dealers belonging to the automobile al sector.
- The value of the Level of significance (α) was set as 0.95

4.1 Research Methodology

- **4.4 Sample Size**

- The sample size is approximately the key brands of automobiles being used in Bengaluru, Karnataka as per our decision to select candidate dealer networks keeping in mind the nature of the empirical research and the pre-tested associator(s) for the rating.

- **4.5 Data collection**

- Data collection is being done via a survey or questionnaire

- **4.6 Data evaluation**

- Data evaluation will use the Likert scale responses for the survey or questionnaire to analyze and regress interrelation and variance.

- **4.7 Plan of Analysis**

- Survey responses will be regressed for correlated findings and hypotheses testing using the IBM SPSS tool.
- Responses or findings will be evaluated by a NSSR Monitor to stage responsiveness for road safety outcomes

5. Understanding of safety as a national social responsibility

- **Understanding of quality for the Automotive sector (to set a baseline)**

- ✓ Excellent design, aesthetics, and attention to detail
- ✓ Right for Health & Safety (of the customer/consumer)
- ✓ Conducive work influencers
- ✓ Excellent part/product/assembly engineering and ergonomics
- ✓ Right materials with test assurance
- ✓ Reduced incidence rate or likelihood
- ✓ Entry-level or supportive timing
- ✓ Equipped with Performance data
- ✓ Conducive inventory turnover rate

5.1 Understanding of safety as a national social responsibility

- Understanding of customer attributes (universally for National Safety Social Responsibilities)
 - ✓ Target population
 - ✓ Demography
 - ✓ Customer segmentation
 - ✓ Customer trends
 - ✓ Customer satisfiers
 - ✓ Customer interest in Health and Safety
 - ✓ Customer interest to adapt, and adopt recommendations, guidelines and regulations

5.2 Understanding of safety as a national social responsibility

- **Understanding of customer satisfiers (universally)**
 - ✓ Assurance for key factors such as standards, safety, quality, reliability, and responsiveness
 - ✓ Appropriate cost of quality and defect sampling rate (for change in technology and/or change in innovation strategy)
 - ✓ Appropriate understanding and guidance strategy (to match demand and supply)
 - ✓ Appropriate organizational culture for National Safety Social Responsibilities (NSSR), Connected Quality management, Connected Road Safety management, and Customer Relationship Management
 - ✓ Appropriate systemic responsiveness for needs, enablers, benefits analysis, incidences, complaints, feedback and/or competition
- **Key indicators of customer satisfiers**
 - ✓ Timely “needs-understanding” of customer segment for road safety enablers
 - ✓ Timely incidence acknowledgment/management
 - ✓ Zero or minimum returns/rejects/incidences/complaints
 - ✓ Zero operational defects, safe, well-maintained & optimally performing vehicles, assist & safety systems

UNIVERSAL PLANNER



Innovation &
Improvement



Green Thinking



Learning, Knowledge



End of lifecycle

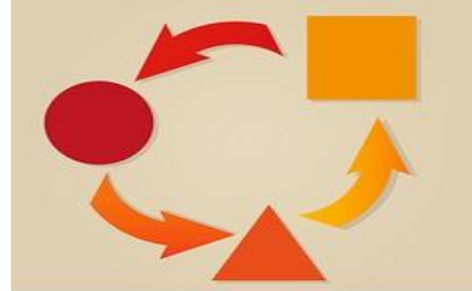


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SOCIAL
RESPONSIBILITY

NSSR RS
HANDBOOKS

Trends and
Investment Cycle



Lite emergence

Services for you and your enterprise



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Trending Websites

<https://venkataoec.wixsite.com/resourcecentre>

<https://venkataoec.wixsite.com/ease-of-education>

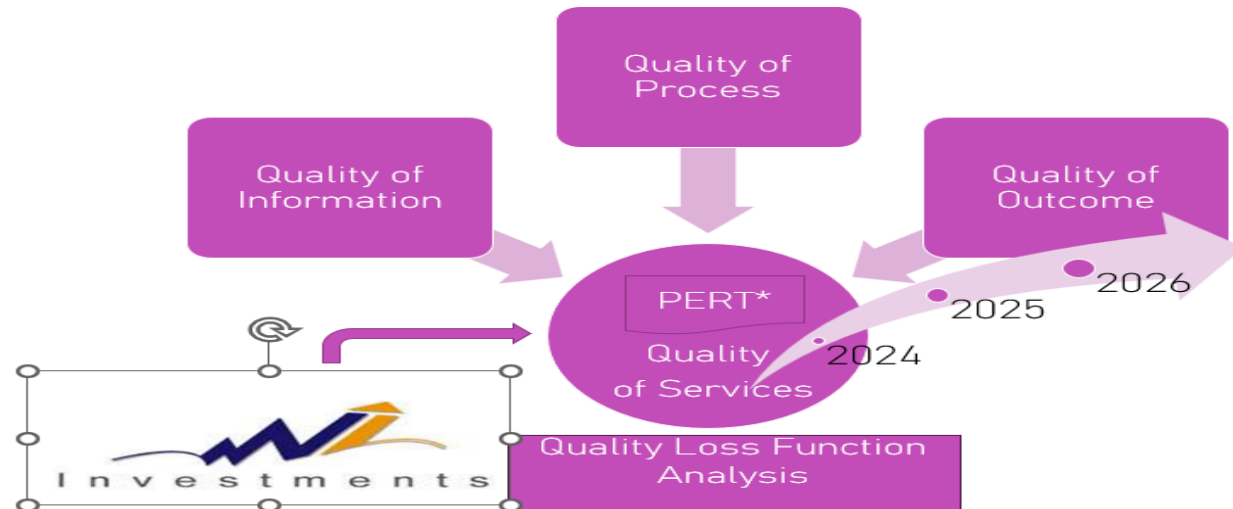
<https://venkataoec.wixsite.com/deeper-interaction-a>



Services for you and your enterprise



(This consultancy specializes in IT and non-IT solutions for Sustainable Development and Growth, Quality Management, Systems Administration, Facility management, Climate Change Mitigation & Adaptation and Environment preservation)



AOEC – the vision and scope of work

Founder Name: K S Venkatram

Business name: Akaash Open Enterprise Centre (AOEC)

Business type: Small Office Home Office (SOHO) consultancy

Nature of business: Management consultancy for incorporating ISO 9004, BI and CQI concepts for Road Infrastructure Transformation

Period of interaction for Quality Assurance/CQI in Road Safety

2018-2025

Period of interaction for AI/BI/CQI incorporable SD & G solutions/products/services

2021-2025

AOEC – the vision and scope of work

Details of the different BI and CQI proposals and solutions are hosted in different call to attention websites

AOEC has also prepared many Case studies and ISO 9004 reports for its solution incorporations

AOEC is more of a consultancy, it has in the past interacted with the RTO (DCP office) and BBMP Projects to innovatively improve road safety and road infrastructure

AOEC and the Road Safety Handbook Proposal for the climate change or targeted need in 2025- 2026 and later

Vision:

Develop a Road Safety
Handbook Series

**Editioning of the vision:
For 4W(s), 2W(s) and
CV(s), as showcased in
a cut to fit safer
commuting website**

Cost Benefit Analysis for the NSSR-RS Handbook

Why is the NSSR-RS Handbook needed?

The NSSR-RS Handbook can help

- ☐ Condition assessment/Problem determinism
- ☐ Definitive Inventory
- ☐ Demand conditioning and enabling
- ☐ Customer Support for Anytime Anyhow and Anywhere service incorporation

The NSSR-RS Handbook can make a difference to

- ☐ Forward Lifetime investments for safe and sustainable commuting
- ☐ 4P(s) and 6M(s) for safety

The NSSR-RS programme views the following as important for its success:

- ☐ Infrastructure and Training facilities
- ☐ Training capacity/roadmap
- ☐ Training Instructors
- ☐ Centre of Excellence framework (**NSSR-RS-COE**)
- ☐ Continual consistency, control and commitment for the NSSR-RS curriculum

Editioning

- ☐ Digital form
- ☐ Printed form (size 29.7 cm x 21 cm)
- ☐ Online version
- ☐ NSSR-RS Pull-out Holder
- ☐ Social Responsibility Addition to any Vehicle Document Holder

Price-points

- ☐ Accelerates synergy for safe and sustainable commuting
- ☐ Adds and helps value perpetuation for social responsibility towards road safety
- ☐ Furthers Anytime-Anywhere-Anyhow service incorporation with Nth Line Support Liaison and Supply Chain Collaboration
- ☐ Granularity-Accountability-Transformability to reduce accidents via Active Culture, Commitment and Incorporation



We are enclosing our handbook series for P4W, 2W & CV, and request ARAI to review the Performance Analysis sections of each version