MÉLANGE OF NETWORKS

Mobility and social networking are complementary! Actually, social media fraternity is the expanded footprint of mobility practitioners. Mobility networks have existed for centuries, when goods and people moved from one point to another through various forms of transportation. During these moves individuals interacted and met continually to discuss business as well as settlement opportunities. Historical face-to-face social networking began in this fashion centuries ago, attributed mainly to mobility. This followed by written & oral networking, and now the virtual channels with innumerable gizmos have also added connectivity.

As mobility and pertinent patterns evolved through innovation and societal needs, so did its growth through social networking. Individuals in one part of the world are updated about a new vehicle model release and its features in another part of the world through social networking at the click of a button. The new models and variants, critiquing of their features and their evolution grew immensely due to social networking. This resulted in growth of engineering centres to develop sustainable products and manufacturing facilities in different regions of the world creating huge socio-economic changes globally. These changes ranged from housing development, infrastructure, manufacturing, education, health and the entire umbrella of societal macro-economics.

Social networking has been instrumental in growing advanced mobility infrastructure and technologies, and has enabled implementing safer, fuel-efficient and cleaner mobility solutions for consumers. Technologies and mobility product development that were taking long for introduction in global and Indian markets are now developed in much shorter time horizons. The awareness of features has exploded due to social net-

works and the consumer demand has helped OEMs in understanding consumer needs to develop the right product for the right market efficiently at a faster pace.

Social connectivity on the other hand vastly expanded due to mobility, in great part. The more the individuals networked, the more they travelled and invested in industrialisation and transportation. On the personal front, although individuals are virtually connected perennially and can transmit any kind of data across the globe, the emotional quotient and societal connect are only valorised on meeting in person. Today, there are more travel avenues at an affordable price for personal and public transportation. Social connectivity between cultures and businesses could not have materialised without mobility. Better the mobility connection better is the social connectivity and better is the business sustainability.

Another interesting phenomenon impacted by social networking and noticed in product development is the

innovation and intellectual property growth. In India, only recently did internet patent search go live for easier access to India specific patents. Of late, at knowledge sharing platforms it is common to see mobility engineers discussing patents and innovations with greater transparency. This has helped improve awareness in better technologies, features and frugal product development. Going forward, it will increase the pace of rapid deployment of newer affordable technologies without infringing on existing intellectual property.

Mobility practitioners are delighted that social networking has been a big enabler for percolation of safety and emission norms along with carbon footprint discussions. The standardisation of norms, relevant technologies, creating forums for alignment and opportunities has helped rationalise strategic intents and tactical deployment.

Simultaneously, to enhance social networking and security, mobility practitioners have deployed intelligent transportation systems (ITS) and telematics for 'vehicle to vehicle' and 'vehicle to remote' communication. Through telematics, movement of cargo and public transportation has become efficient and flexible. Telematics and social networking have transformed vehicles into comfortable 'living rooms on the wheels'.

In conclusion, the exponential growth of intertwined networks of mobility and social media are continuously improving sustainable mobility solutions.

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