

Good Bye to Petrol & Diesel Car! Is it 2020 Or 2030?

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Received: 7 December 2015 Accepted: 1 January 2016 Published: 15 January 2016

Abstract

Today we are facing a great problem with the nature is pollution. The major reason for pollution is the rapid growth of industrialization and the increase of vehicles. The Carbon let out from the industries and the petrol and diesel cars which cause damages in the ozone layer. It will affect the human society in a vast level. First step or Need of an hour is creating mass awareness of this prime CO₂ problem to 7.35 billion population of world. It is necessary to take Corporate social responsibility to reduce the Carbon level emission from their industries and to find out an alternate way for preventing the pollutions. To avoid this and build a better world of healthy and pollution free is via Green marketing, its scientifically implemented by change the trend in the automobile industry by E-cars (i.e., Electric cars).

Index terms— global warming, electric car, green marketing.
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Keywords: global warming, electric car, green marketing.

I. Paradigm Shift in Automobile (car) Industry Paradigm shift in Automobile Industry is on all over the world. In India EV trend has just started.

1 V. Macrocosm to Microcosm Perfect Journey

In Nature everything was in perfect rhythm. Man Created Imperfect World in Nature there was no imperfection, but mankind systematically created imperfect world, that too in the last 246 years, Carbon based world in the name of industrialisation of society. This is a high time for mankind to make course correction by applying common sense in uncommon level and develop sustainable carbon less world.

2 VI.

3 Mass Awareness to Mass Action

First step or Need of an hour is creating mass awareness of this prime CO₂ problem to 7.35 billion population of world. Second step is to achieve paradigm shift in technology advancement and large scale commercialisation of such sustainable green products. Third step is to make world citizen to lead a simple life style to create

16 NO MORE MERE SUSTAINABLE CAR DEVELOPMENT AWARENESS PLEASEURGENT ACTION TO BUY CARBON LESS CAR PLEASE

carbon less economy or Green Economy. All these three happen on war footing basis to nullify the CO₂ effect on civilisation.

4 VII.

5 Speed of Mobility

Birth of steam engine by James Watt during 1769 changed the mobility of man from less than 5 miles per hour speed of walking to today's unbelievable speed of 18,000 miles per hour through Space shuttle.

6 VIII.

7 Other Side of Growth

According to Newton's third law, Every action has got equal and opposite reaction. In line with that birth of steam engine was a birth of Carbon based economy. ??O What the world population need to reverse the CO₂ clock.

X.

8 Vital Oxygen Deficiency

One can live without solid food for 15 days; one can live without liquid water for 5 days, for breathing for 1 or 2 minutes.

9 XI. normal Co₂ Level to Abnormal co₂ Level

Such a vital air for breathing polluted to the core in the last 25 years. It was not a natural phenomena, rather it was a manmade disaster. Most of us are not aware of this prime CO₂ problem of this world, even today, after this phenomena had reached a flash point.

10 XII.

11 Abnormal Level to Unpalatable Level

In another 7 years from now, that is during 2023, CO₂ level in the atmosphere will reach 450 PPM. Once, world CO₂ level crosses 450 PPM, 50% of the human being living in this earth will have the breathing problem or suffocation problem during normal breathing, due to Oxygen deficiency.

12 XIII. Oxygen Cylinder will be Mustnot an Option for Every World Citizen

By 2033, exactly 17 years from now, every world citizen should carry a Oxygen Cylinder at the back and attach a mask from that cylinder to nose for normal breathing of 24*7.

13 XIV.

14 Missing Link

This alarming situation is known to scientific community but they prefer various country head to take corrective policy action to mitigate this Global Warming and commit large scale fund to make it happen. Need of an hour is GSR, CSR, ISR.

GSR is nothing but Government Social Responsibility. CSR is all about Corporate Social Responsibility. Both are macro in nature beyond the control of an Individual. ISR is all about Individual Social Responsibility, rather well within the control of an Individual.

15 XV.

16 No More Mere Sustainable car Development Awareness Pleaseurgent Action to Buy Carbon Less Car Please

We have only one world..We have to hand over the better world to next generation to lead a better life that too in a vibrant way. We should not to leave the worst world for next generation with such an artificial living environment of living with Oxygen Cylinder at the back for 24 hours.

Biggest problem in this world is fix the problem, rather than finding solution.

How CO₂ level in atmosphere is going up? XVI.

17 Cause of Problem

18 XVII. Creation Carbon based Imperfect World

Explosive growth of CO₂ level in earth atmosphere by 2050 to the tune of 700+ PPM is expected. In turn this world will become unfit to live for Man as well as for various plant and animal kingdom.

19 XVIII.

20 Now or Never

Time to act now on this issue to avoid at a later date.

21 a) Paradigm Shift Warranted -1

There Oxygen Cylinder at Back will be Must for Normal Breathing If this today's exponential addition trend of CO₂ emission to atmosphere continued for next 20 years in this world, then 2033 all over the world people should carry Oxygen cylinder at the back to have normal breathing.

22 XXII.

23 Individual Life Style Change to

Save Mother Earth a) Need Vs Greed As Mahatma Gandhi rightly said, in this world we have enough things to meet out the need of every individual not the greed of every individual.

24 b) Paradigm shift -Urgent Need

Small..Small contribution made by small people in various parts of the world in the above three angles will significantly and dramatically alters the course of this world in mitigating Global Warming and to achieve sustainable development. That small is "WE".

We should be first aware about the urgent need to develop carbon less development, in spite of population explosion and fast track world GDP growth.

Here again only solution to solve Global Warming crisis is to change our life style by following the Gandhiji's life style prescription of " Simple Living, High In Thinking ".

25 c) Carbon Intensive development to

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Right from 1900 up to 1912 there was a dilemma in the world of Automobile Industry whether Electric Car will rule the future or Mechanical Car will rule the future?

Due to Process Innovation, in the form of Mass Production happened at Ford Motor Company and slashing of Mechanical car price from \$ 960 to \$ 340 in 1914 made car affordable to common American. Over the last 102 years, Mechanical car price is dearer to consumer.

Over the last 50 years lot of developments took place in Electrical car Industry. But, nothing equal to break through innovation of Tesla EV. Tesla Electric car 100 miles per charge, two years back to 240 miles per charge now and 400 miles per charge round the corner. Now, American Company Tesla set the new precedence or benchmark for all the leading Mechanical Car manufactures to innovate in Electric car, accelerate their performance in par with Tesla.

Meantime 'Google', yester years search engine company, today mobile phone company will be a aggressive player in world of driver less car by 2020.

Unprecedented action is on in Car Industry is on all over the world. Thanks to cumulative effect of Technology

Environmental pressure

World/Various countries Economic Recession pressure and COP 21. Paris Climatic Control Conference Agreement compulsion.

Instead of looking at the car from world to individual, let us look at from Individual to World.

*[Note: reatest Phase out of good old Mechanical Technology is round the corner in Automobile Industry all over the world. All over the world, 1 Author: Adaikalamatha College. e-mail: sumathiv80@gmail.com * Are you a owner of 100 % EV car charged by conventional Fossil Fuel based Hell power? It is high time for individual as well as world to graduate to 100 % EV car charged by Renewal Power like Roof top Solar or Wind or Biogas or Hybrid based Heaven power car!]*

Figure 1:

b) Heaven Powered Car

Again electrical car will be charged by Heaven Power (Wind, Water & Solar), not Hell Power (Coal, Natural Gas, Diesel etc.,)

c) Fuel Free RE Powered Car

Let us open up our eyes for emerging reality. By 2020 one out of four new cars of US is going to be ElectriCity Car.

By 2030, 90 % of US new cars will be ElectriCity Car, MOST ENERGY EFFICIENT AND FREE ROOF TOP SUN / WIND POWERED CAR. Just like we charge mobile phone daily, every car of world will be charged by electrically on daily basis that too using Renewable Power not conventional thermal power. It's Sustainable Development Era..more specifically Renewable Power Era & Sun Power Era. Let us Live Harmonious with nature reduce our Carbon Foot Print and a concern for Mother earth all days of a year, not only on 22nd of April of every year. We live only once, if we live harmonious with nature that will do! Summary or Urgent Action required from World Citizen: ISR (

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Carbon Less This is high time for individual world citizen to development aware about urgent need for paradigm shift and practically move from Greed based carbon intensive development to Need based carbon less sustainable development consciously that too immediately to save mother earth. It is a situation of NOW or NEVER. XXIII. E Car (electric car) to Save Mother Earth

As Swami Vivekananda rightly put it, Truth is simple. Because of its simplicity people have forgotten.

Figure 2:

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