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HIGHLIGHTS
- Spreads across 7 acres area
- Operating in 3 shifts – 750 employees
- 2 production lines - Current capacity - 3000MT/Month
- 9 products with various cream varieties
- Consistently delivering high class quality products
- Strong management, commitment & disciplined workmen are key factors for success

CSR ACTIVITIES
- Sponsored 1 lac litre capacity drinking water tank in Abban Kuppe village
- Monthly feeding of orphanage children
- Text book & note books distribution for school children

PRODUCTS
- Kwalitty Glucose
- Tiger Glucose
- Bourbon
- Good Day-Cashew
- Good Day-Butter
- Tiger Krunch
- Milk Bikis
- Milk Cream
- Treat Creams

Award and Recognition
- IMC Ramakrishna Bajaj National Quality Award 2011
- Business Profitability Partnership Award, 2012 from BiL
- Rotary BSE SME National award for excellence, 2012
- Good Day Gold League Gold Trophy Award 2013,
- 2nd Place in Everyday Perfect Good Day Contest 2014,
- Best Good Day Cashew manufacturing unit, Perfect Good Day Contest 2015.

Global Recognition by AIB International

Paramount added another feather in its cap when it was adjudged the 1st Britannia CP unit to get AIB Recognition in India scoring 820 out of 1000 in February 2018. AIB is considered as one of the stringent Food Safety norms across the globe.
Covid-19: Death of Civil Society

Ever since the outbreak of Corona pandemic across Nations, India seemed to celebrate the 'crisis with utter insensitivity. It appears the authorities too have gone into oblivion. While people responded to the call as if to rejoice with drum beating and lighting candles, easily forgetting the intensity of the impending emergency.

To those responsible with rendering essential services, the imposition of lockdown meant making fortunes and making hay while the sun shines. While the common man suffered, the chemists, the provision stores, the doctors, vegetable sellers etc. had a field day.

While the authorities looked the other way, masks worth Rs.20/- sold for Rs.200/-, Sanitisers costing Rs.100 were sold for Rs.500/-, vegetables were sold at 'any' price, our more responsible citizens - doctors - shamelessly 'encashed' the pandemic to make big bucks. Those who needed emergent medical help were told to deposit a hefty fee online before the medicines were prescribed. These important members of our society visibly displayed their 'vulturised' culture.

The more vibrant section of our society - the daily wagers, factory workers and the kind - were treated like hoards of animals let loose to fend for themselves. Why was the labour - the force of our business ecosystem - allowed to trudge back home and die on the roads? Their only fault was that they wanted to go to their homes in the safe confines to be with their families. And it took the sacrifice of hundreds of innocent lives to wake up the authorities.

Our runaway TRP-happy media which instead of dousing fire added fuel to it? The social media became a free-for-all ground for anyone and everyone to play with senseless, instigating, indecent, illogical posts spreading misinformation.

One may wonder if at all we lived in a civil society.
“MSMEs don’t have the capacity to deal with something unexpected like Covid-19 and the resultant lockdown has dealt a body blow to millions of small businesses in the country. Without assistance, most will find it difficult to survive says India’s Sherpa to the G20 Shri Suresh Prabhu” during the virtual launch of “Building Business Back From Crisis of Covid-19”.

Can the Economic Package and Reverse Migration spruce the MSMEs?

Since civilization, migration has existed and was considered normal. In India, according to Census 2011, there are around 454 million migrants in India, doubling over the 1991-2011 period. But the migration witnessed during the recent COVID-19 pandemic has changed the geo-politics and geo-economics bringing a new picture of ‘reverse migration’ as a result of a disaster struck to their lives and livelihoods. It is found that around 9.1 million migrant workers have already returned to their homes and many are reluctant to go back to cities. Moody has recently cut India’s sovereign rating to Baa3 from Baa2 for first time in 22 years bringing it to the lowest investment grade. On the other, World Bank has devised 1 billion dollar social protection package to India’s poorest while the Government of India has announced an economic package of Rs 20 lakh crore, accounting for 10 per cent of India’s GDP for its migrants. Moreover, Our Prime Minister has highlighted the elements of ‘Aatma nirbhart’ by way of ‘Intent Inclusion Investment Infrastructure Innovation’ on the 125th anniversary of Confederation of Indian Industry and seeked to fasten the pace of development. Can these stimuli shower success or a burden to revive the life of MSMEs and uplift the migrants standard of living? Further, there is consistent call for reviving rural economy through decentralized efforts which strikes ‘Gandhiji’s vision of rural rejuvenation’ in mind. Is the time ripe to translate the ‘father of nation’s’ vision of grass root prosperity amidst the migrant crisis?

An environmental refugee in making

While India was prompt in enforcing a corona virus lockdown but exiting it, especially for migrants is mired with confusion. While the exact number of migrants is not available, as per an announcement by Finance Minister Nirmala Sitharaman, there are around 80 million migrants stranded in the states and supported at various places during the lockdown. India has somewhere close to 20 million international migrants. Half of these are in six Gulf countries of Qatar, Bahrain, Oman, UAE, Kuwait, and Saudi Arabia. As per an announcement by Finance Minister Nirmala Sitharaman, there are around 80 million migrants stranded in the states and supported at various places during the lockdown. India has somewhere close to 20 million international migrants. Half of these are in six Gulf countries of Qatar, Bahrain, Oman, UAE, Kuwait, and Saudi Arabia. The economic impact of migrants being forced to return from cities and urban centers is a consequence of collapsing governance structures and widening economic prospects. In a sense, this is an environment refugee crisis now and not merely a migrant crisis expected to rise in the coming months.

Uneasy and disowned due to sudden announcement of severity of
lockdown, migrants have no place to go. Once the crisis they have left behind, they have also failed to contribute to their families socio-economically. Some commentators have called it the largest migration since Partition of India. In the past, India's migration has been dual ended, towards the city and at the returning to their home towns.

Can we find a workable equilibrium between ensuring livelihoods and slowing the spread of the pandemic?

Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. It contributes significantly in the economic and social development of the country by fostering entrepreneurship and generating largest employment opportunities at comparatively lower capital cost, next only to agriculture. In India, the number is estimated to be at 42.50 million, registered & unregistered together MSMEs representing 40% of India's workforce.

A dire need exists for a 360 degree intervention to provide them adequate job and alternative livelihood opportunities. We need holistic infrastructure development immediately and maximum public, private and foreign investment in water, energy, environment, transport, and even the tourism sector, etc.

Among India Inc, it's the MSME sector where the bulk of employment and manufacturing takes place. This is also the segment heavily dependent on the migrant workforce. In such a scenario, 'National Migrant Policy' shall be a step in the right direction in ensuring that migrants find opportunities on cities or closer to their hometowns. Adequate and coordinated measures must be ensured for the provision of financial, human, technical, information and sustainable economic growth of the state and nation. Smart agricultural practices, electricity and energy related interventions are already in place at villages due to intensified Government's efforts. Around 100-200 clusters can be developed in India realized in various rural-urban areas to avail job and employment opportunities and enhance their sustainable living standards to un-burden the heavily urbanized cities.

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rural areas. But today, we witness reverse migration towards the rural areas. Moreover, the worst affected social groups during the current lockdown are the laborers and migrants who had left their homes for seeking odd jobs at various places, both urban and rural in industries, services, tourism, construction and even agriculture etc. Centre launched over 'Shramik trains' trains to ferry migrant workers home on a daily basis. However, this has not stopped the exodus of workers from cities on foot. Thousands of migrant workers, indigenous people attempted to make their way over long distances on foot or while some have died of illness or in accidents along the way. Maharashtra being the economic powerhouse and financial capital of India has seen majority of migrants among India Inc, it's the MSME sector where the bulk of employment and manufacturing takes place. This is also the segment heavily dependent on the migrant workforce. In such a scenario, 'National Migrant Policy' shall be a step in the right direction in ensuring that migrants find opportunities on cities or closer to their hometowns.
creating new opportunities in water and environment.

Further, COVID-19 has become a great leveler of talent all across the world. We must convert problems into opportunities namely Innovation, entrepreneurship, science, technology, research skills and skill development. The Skill India project can be helpful here to provide ‘in-situ’ employment and skill development opportunities to balance lives and livelihoods. The Government's soft stimulus of mammoth Rs 20 lakh crore package to COVID battered MSME sector without any collateral is encouraging. Now, MSMEs under financial stress can avail loans to revive its lost business and start-ups. Several states like Punjab, Gujarat and Haryana are now trying to woo their migrants back and moreover everyone find solace in their homes amidst the crisis. In Uttarakhand, loans will be given under the Mukhya MantriSwarojgar Yojana for MSME projects worth Rs 25 lakh in the manufacturing sector and Rs 10 lakh in the service sector. Uttar Pradesh government have assured to absorb a huge labour force of around 11 lakh migrants. It has also formed 'commission to map skills' of migrant labourers which will identify skills of workers returning from other states and ensure that they get jobs.

On migrant crisis, NITI Aayog CEO Amitabh Kant told NDTV recently that “It is important to understand that migrants issue was a challenge because over the years, we have created laws which have led to a huge amount of informal workers in economy,” “In a vast country like India, federal government has a limited role. This was a challenge where I think we could have done a much, much better job of taking care of every single worker at the state, local, district level. Given such scenario, the think tank can introduce a 'five year policy' comprehensively targeted to uplift the entrepreneurship skills and assets of the migrants and if executed, the benefits and outcomes shall be achieved in the next 2 or 3 years.

Handholding and Humane approach

If we cannot save the MSME sector, unemployment and distress will further increase. Extending a helping hand to the MSME sector to bail them out of a crisis, Chief Minister YS Jagan Mohan Reddy recently released Rs 450 crore, the first tranche of Rs 950 crore industrial incentives due to them. It is part of the Rs 1,110 crore Re-Start package for MSMEs. Tamil Nadu Government has already announced 'SELF-sustained Economic growth through Secured Governance' and formed a cell to pro-actively identify industries and power houses to locate businesses in Tamil Nadu and also formed a high power committee under former Governor RBI Mr Rangarajan to advise the Government on economic measures post COVID19.

As China is losing its competitive advantage viz-a-viz production and consumption, India can leverage an opportunity to galvanise China's manufacturing hub. India needs to step up its infrastructural development plan and professionalisation of MSMEs through planned policy is the mandatory need of the hour. Churning its migrants and related sectors through high quality skill standards, flexible labour laws, job diversification, digital learning mechanisms shall be a boon to reverse its current migrant related losses. In fact, when migrants have access to smartphones, why not leverage digital entrepreneurship?

On the migrant crisis management, Nobel Prize winner Abhijeet Banerjee highlighted the need to 'create IT Hubs, MSME manufacturing hubs, cluster manufacturing units and set up special economic zones (SEZs), in order to create jobs. These will, in turn, attract the attention of potential migrants, who can now move to relatively friendlier cities and those possibly closer to their hometowns and villages'.

Migrants are here to stay in India, despite their location. The hour of crisis demands that the nation's labourers receive support from the state and not leave them high and dry. The mid-year World Economic Situation and Prospects (WESP) update expects India's Growth domestic growth to increase to 5.5 % in the next fiscal year. Will the Aatmanirbharta packages or prospective forecasts on reviving India’s growth convert the lost opportunity into a golden one?

-Dr. Arvind Kumar is President, India Water Foundation.
Basic Essentials for Building a Virtual Workplace

As the world is grappling with COVID – 19, enterprises across the globe have been making every effort to safeguard their employees by following the rules and regulations laid out by the government. This has compelled organizations to shift to a remote work model overnight. As a result, employees are accessing enterprise applications, systems and data from multiple devices and internet connections. This gives a lot of entry points for a cyberattack. This sudden transition has introduced new uncertainties and heightened cybersecurity risks for organizations.

To build a robust digital infrastructure where employees can seamlessly work remotely needs a few basic essentials. Here are some recommendations:

- **Cloud Adoption**—Cloud computing, along with new-age technologies enable employees to work from any location that has internet access, via a virtual desktop or remote infrastructure. It allows employees to access documents and data that is essential for their work by using specific credentials to maintain security. This is especially useful for companies that have presence across geographies and need to maintain uniformity and consistency across different offices. Cloud technology provides a greater level of flexibility and shared access to information centrally accessible via a single server. In the present situation, when almost everyone is working remotely, there is an increased pressure on the digital infrastructure. Cloud allows organizations to scale up the infrastructure capabilities to accommodate the increased workload.

- **Usage of remote working tools**—In building a comfortable virtual office, the need for collaboration and communication tools cannot be undermined. Employees need to connect and collaborate in real-time with other team members or customers to get a task done. In such a scenario, the use of audio or video conferencing tools such as Zoom, Skype, Simple2call and Cisco WebEx becomes critical. While selecting tools, it is advisable to consider factors such as ease of use and hassle-free installation on multiple devices such as desktops, laptops or mobile phones.

- **Integration of cybersecurity**—While working remotely, establishing strong cyber security practices becomes essential as hackers use this as an opportunity to launch cyber-attacks. Organizations must introduce resilient security policies and provide secured devices, software and corporate networks. It must also ensure that all access to an enterprise’s data and systems is through a secured VPN.

Employees need to take some hygiene steps such as changing the default passwords on their home Wi-Fi router to prevent hackers from accessing the network. Using strong and unique passwords on every account and device along with two-factor authentication (2FA) is a must. Employees should use software provided by the company to share files and data, and refrain from using personal email or 3rd party services.

- **Reskilling or Upskilling of employees on latest technologies for smooth transition**—Working remotely is a cultural and habitual change and it requires training and certain amount of hand-holding. As this was a sudden shift and employees did not get time to prepare for it, companies need to come up with proper training modules to equip their people to operate efficiently in the virtual workplace set-up. This involves training them on best practices in virtual team building, virtual communication and collaboration. It would be good to get them accustomed to working seamlessly with a range of internal collaboration platforms meant for video and audio conferencing as well as internal enterprise applications such as CRM, ERP and the company intranet.

Above all, reskilling cannot be ignored. If efficient and secure ‘Virtual Workplaces’ are built, the time saved by employees on commute can be channeled to up-skilling, cross-skilling and reskilling them to augment their expertise.
Entrepreneur First, an international Talent Investor, supports individuals to build technology companies

Hard Decisions, Creative Thinking Can Help Startups Survive: Esha Tiwary

Entrepreneur First (EF), a leading UK-based global talent investor, was founded in London in 2011 by Matt Clifford and Alice Bentinck. It helps the world’s most ambitious individuals build globally important companies. EF’s bespoke programme, the first of its kind in the world, invests time and money in outstanding individuals, helping them to find a co-founder, develop an idea and create a high-growth technology company from scratch. To date, EF has helped over 2,000 individuals build more than 300 companies, with a total valuation of over $2 billion. EF’s companies have been funded by many of the leading venture investors in Europe, Asia and Silicon Valley.

Esha Tiwary, General Manager (India), Entrepreneur First, in an interactive session speaks on the impact of Covid-19 on start-ups.

Do you believe that the startup sector can sail through the Covid-19 crisis, if so how?

There’s no doubt that the Covid-19 pandemic is massively affecting economies across the world, and the situation is no different for the Indian start-up ecosystem. I don’t think it will be smooth sailing for start-ups by any measure. But I do think that start-ups can get through this crisis if they focus on survival, taking the hard decisions, and also thinking creatively about how they can solve the new consumer needs emerging now.

How has the Covid-19 impacted your business strategies and startups?

Every year we hold a Demo Day/Investor Day. On these days, founders of our startups present their ideas and companies to investors at an on-ground event. This year we converted this into an online event where all startups were virtually revealed to investors, a departure from the earlier practice due to the pandemic. The
The current situation is affecting the economic activity of start-ups, which is expected to elongate funding cycles of seed stage companies. However, most early stage VCs we are interacting with continue to be open to new investments. For example, Entrepreneur First India held an Online Demo Day for our second cohort of start-ups yesterday, and we already have over 100 investor office hours set up remotely over the next few days.

All our start-ups are gearing up for the next 2-3 months to be challenging. However, such times of crisis are also great times of opportunity for innovators. We will see a new normal emerging in the next 2-3 months and budding entrepreneurs, as well as existing start-ups, can take advantage of that. For example, we have companies exploring cutting edge technology in edge computing to improve the bandwidth utilization of all the increased video calling we are seeing right now. The best entrepreneurs emerge in times of adversity.

**Where do you see Entrepreneur First in the times to come?**
Entrepreneur First is a Talent Investor and we focus on helping aspiring founders find co-founders and build businesses. We launched in India in January 2019 and have already helped build and invested in 10 companies here. We are very bullish on Indian tech entrepreneurs, and are committed to supporting them even through the current economic situation. And we are convinced that challenging times provide opportunity for new and innovative solutions. The best entrepreneurs realize this and we are already seeing this in the current applicants to our program. We continue to take applications for the fourth Indian cohort starting in July 2020, so our business plans are on track.

**How has Covid-19 affected seed funding of early-stage start-ups in India?**
The current situation is affecting the economic activity of start-ups, which is expected to elongate funding cycles of seed stage companies. However, most early stage VCs we are interacting with continue to be open to new investments. For example, Entrepreneur First India held an Online Demo Day for our second cohort of start-ups yesterday, and we already have over 100 investor office hours set up remotely over the next few days.

**When do you see the situation getting better for start-ups in India?**

All our start-ups are gearing up for the next 2-3 months to be challenging. However, such times of crisis are also great times of opportunity for innovators. We will see a new normal emerging in the next 2-3 months and budding entrepreneurs, as well as existing start-ups, can take advantage of that. For example, we have companies exploring cutting edge technology in edge computing to improve the bandwidth utilization of all the increased video calling we are seeing right now. The best entrepreneurs emerge in times of adversity.

**How to combat Covid-19 and keep your start-up afloat?**
This is a very challenging time for early stage start-ups as they may not have the capital infusions to tide over an extended economic slump. There are two things that startups can focus on to deal with the current macroeconomic situation. First, minimize burn – renegotiate all existing contracts, minimize expenses and cut all non-essential spends. The key is to survive during this period. Second, focus on optimization. During business as usual, there is often no time to take a step back and analyse our business processes, product designs etc. Use this time to bring in cost and efficiency improvements by re-engineering some of these things.

**About Esha Tiwary**
Esha Tiwary joined EF in January 2019 and has over 12 years of experience. Esha has a deep understanding of business strategy and new business leadership in the Indian start-up ecosystem. Her key responsibility at EF is to build and grow the India operations. Prior to joining Entrepreneur First, Esha was Director for Emerging Categories at Myntra, the largest fashion e-commerce player in India.
As many as 1279 students from India, Malaysia and Bhutan participated in a survey that included 59.6 percent (763) female and 40.4 (516) percent male. About 556 (about 44 percent) are students of rural area, 521 (about 40 percent) are from urban area and 202 about 14 percent are from metropolitan area. From India 453 students, Malaysia 372 and from Bhutan 454 students took part in the survey.

It was asked if they face problem in digital learning in lock down period as it is not user friendly. Number of responses was 1,279 responses. 118 (9.2%) respondents strongly disagree that they face problems in digital learning in lock down period as it is not user friendly, 162 (12.7%) disagree, 365 (28.5%) are indifferent, 321 (25.1%) agree and 313 (24.5%) strongly agree. So, most of the students are facing problems in online learning about it being user friendly.

Digital Learning

Most of the students find conventional offline learning better since they face problems in digital learning in lock down period. Out of 1,279 responses, 62 (4.8%) strongly disagree, 107 (8.4%) disagree, 290 (22.7%) are indifferent, 418 (32.7%) agree with the statement and 402 (31.4%) strongly agree with the statement.

Upon asking if they face problems in digital learning in lock down period due to its difficulty in understanding. Out of 1,279 responses, 86 (6.7%) strongly disagree, 142 (11.1%) disagree, 280 (21.9%) are indifferent, 356 (27.8%) agree and 415 (32.4%) strongly agree.

Upon questioning if they face problems owing to not having smartphone/laptop or device for digital learning, out of 1,279 responses 769 (60.1%) strongly disagree, 200 (15.6%) disagree, 138 (10.8%) are indifferent, 91 (7.1%) agree and 81 (6.3%) strongly agree. Hence, having a smart phone is not an issue for students.

Regarding accessibility, it was asked if they face problems in online learning due to inaccessibility of internet. Out of
1,279 responses 526 (41.1%) strongly disagree 268 (21%) disagree, 258 (20.2%) are indifferent, 91 (7.1%) agree and 81 (6.3%) strongly agree.

Model for improvement in online education

Upon asking if they can't afford data package for digital learning, out of 1,279 responses 311 (24.3%) strongly disagree, 194 (15.2%) disagree, 269 (21%) are indifferent, 204 (15.9%) agree and 301 (23.5%) strongly agree. Lack of Electricity/regular power supply is a problem in digital learning, out of 1,279 responses, 368 (28.8%) strongly disagree, 233 (18.2%) disagree, 259 (20.3%) are indifferent, 216 (16.9%) agree and 203 (15.9%) strongly agree. In the above survey, authors see four variables related to this survey which is affordability, infrastructure, training and solution. Following model is created by authors using AMOS graphics. This model can be used in further research to find out relationship among variables. In addition, there is scope for further research about demographic variables for segmentation, targeting and positioning (STP) for entrepreneurs. Startups can see business opportunities in providing products and services in online education.

Unstable Access in Rural Areas

As a result their work might be stuck/incomplete. Expensive data charges limit the scope for uniform online education. Providing free data packages for those who cannot afford it and for those who are far away from the shops could be considered since it is difficult for the people residing in remote area or village. Also weak and unstable access, especially in rural area generally creates voice breaking. Faulty phone/laptop speakers were found a big problem faced by students during online learning. Authors suggest that it will be more beneficial if there is subvention for mobile data for students. Students will prefer using digital learning if they are provided with better internet connectivity. It was suggested that using online applications or platforms which do not require much internal memory or a high-speed Internet connection will improve online learning.

This could prove to be a great opportunity for startups in the field of online applications and educational platforms to tap this unexplored area. Making Online Classes the new normal in education industry will become indispensable tool in the coming future.

About the Authors

Madhu Arora, PhD, is an Associate Professor cum research area chair of Marketing at Rukmini Devi Institute of Advanced Studies, Delhi, an Affiliated to GGSIP University. With more than 17 years of experience in teaching, she has published research in indiscipline ABDC journals, Springer, and Elsevier, as well as within business Magazines, like SME WORLD and at conferences, including IIT Roorkee, IIM Indore, and Royal University of Bhutan. She has been invited as a session chair/expert in national and international conferences, and she has served as convener of workshops, FDPs and conferences. She has been appointed as a reviewer/editor in reputed journals and also co-supervisor by Lingaya's university and APJ Abdul Kalam University for PhD research guidance. Dr Madhu Arora is awarded for teaching, research, and global engagement.

Azilah Kasim is a full professor of tourism at Universiti Utara Malaysia, Malaysia. She has obtained her PhD, Master of Science and Bachelor of Science (Hons.) from United Kingdom, USA and Canada respectively, allowing her to be broad minded and inclusive in her work ethics. She is passionate about academic research as well as publication and is a widely cited author in her field of expertise. Azilah is often invited by international event organizers to share her experience and knowledge at an international platform.

Sonam Choden is the President of Gedu College of Business Studies, Royal University of Bhutan. She is the first and only female president in the Royal University of Bhutan, currently serving as a member of the University Council as well as the University Academic Board. She also serves as an Executive Board Director for Association of Management Development Institutions in South Asia (AMDISA); Board Director for Construction Development Corporation Ltd; Chairperson for Subject committee (Accountancy and Commerce) for the Royal Education Council; and Board Audit Committee member for CDCL. Dr Choden has 24 years of experience in teaching, research, and leadership in Industry-Academia collaboration and
The Global Recession, Covid-19 & Market Psychology

The Beginning of the Market Decline

What seemed to be gradual recovery with the total hiccups, which world economy has faced in recent time, COVID-19 has pulled down economy to newer lows. As declared by WHO, as pandemic and all the major economies, whether it is developed economies like USA, UK, and China or developing economies like India, South Korea, and Malaysia, all have entered into recession. The problem with current situation is that we live in most uncertain times, as almost all major global economies are facing lockdown, with manufacturing facilities being shut down, supply chain being disrupted, cash flows have slowed down, daily wage earners are facing the toughest times and the daily we hear COVID-19 cases growing exponentially with parallel increment in death rate. The question lies ahead in the most difficult times that how the world is preparing to prevent the spread of this pandemic? With each and every measure seems futile, corporates are too uncertain about the developing scenario.

How world economy entered into recessionary expectations?

Maybe this slowdown was long time coming and before the breakdown of COVID-19, the economy was already in a very tumultuous position and it has been seen globally that economy was entering into a slowdown phase. But the effects were not widespread as that of COVID-19. The major factor which fuelled this slowdown was the trade wars amongst nations and geo political tension. Starting from the trade war between US-China with accusations over Huawei as it overtake Apple to become the no.2 seller of smartphone all over world, and of intellectual property theft and how it’s relations with Chinese government has affected it's sales. Subsequent allegations and evoking the concept of ‘America First’ by Donald Trump, and the sentiments against purchasing of Chinese goods rose amongst Americans coupled with heavy tariffs which were imposed on the Chinese goods. The conflict between World's largest exporter and world's biggest importer has created instability in stock market sentiments and plummeted stocks to a new low. US has imposed tariffs on more than $360bn of Chinese goods against which China retaliated by imposing $110bn of tariffs on American goods. The tariffs on Chinese goods were hiked by up to 15% and those on American goods were hiked by 5% to 25% as retaliatory measures.

This was one factor, the recent face-off between Russia and Saudi Arabia regarding disputes over oil supply has also increased turbulence on a global scale. With Russia's decision not to reduce the supply of oil which Saudi Arabia was planning to do, the global crude oil prices fell up to 10%. The decision taken by OPEC to cut their production to 1.5mm, the decision taken in Vienna summit so that they can maintain profit margin was out rightly rejected by Russia, following which their partnership ended.

The US and China have threatened to impose new tariffs and increase existing ones.
The anger of Russia grew from the fact of the heavy sanctions that were imposed on its oil giant Rosneft Trading by U.S. for its continuous support to Venezuela’s oil market, with US Shale gaining top position in the global supply of oil. In India also, the effect of these could be felt as the turbulent crude oil market, trade wars between China and USA and coupled with all these factors the perils of Indian banking sector and slowdown of the manufacturing sectors in India, have slowed down the economy from past three quarters. As per report by Ashish Gupta titled “House of Debt” which he prepared for Credit Suisse Group AG, he gave investors early warning about the impending threat that was about to come in the market, the delinquent borrowing and subsequent inability of bank to recover loans caused the nation’s official bad loan ratio to jump from 3% to 9.3%. The YES bank failure, IL&FS breakdown has reduced banks willingness to provide credit to manufacturing sector that further intensified during covid-19 pandemic. The increased NPA’s caused reduced cash flows in banking sector and the bad loans kept on mounting, causing once robust economy to move into a slowdown.

**Effect on Financial Markets & NBFCs**

As COVID-19 is spreading globally and turning into a gigantic challenge to solve, with no proper medication or vaccination available as of now. World is facing uncertainty like never before. The most affected of them are financial institutions especially banking sector and NBFC. In India, the scenario is that about one fifth of lending was done by NBFC and weakening growth and private consumption besides the covid-19 crisis, everything stalled. Further, so is the condition of financial institutions globally.

Japan has entered into bear market territory as Nikkei sank to 5.2% to fall into bear market territory. To address this issue, bank of Japan has decided to inject liquidity in the market by increasing the asset purchases. The People’s bank of China too planned to pump $240 billion of liquidity into financial system. In Eurozone also several steps have been taken by government like tax payment deferrals, debt moratorium, credit guarantees etc to mitigate the risk. But the analysis of banking sector in Eurozone shows a very different and gloomy structure. Deutsche Bank which is the top bank of Eurozone can face a drop in pre-tax profit of 21.4% if loan loss provisions rise by 10%. It has already suffered a loss of €2.63 billion pre-tax loss.

**Fear of wide outbreak have driven financial institutions into frenzy and the market has entered into red zone.**

As COVID-19 being declared as pandemic by WHO, the NIFTY trends suffered a new low and indices plunge down to 20% low from recent high. As COVID-19 being declared as pandemic by WHO, the NIFTY trends suffered a new low and indices plunge down to 20% low from recent high. BSE is also on the verge to enter the new bear market territory. All the indices like NIFTY Bank, NIFTY Auto and NIFTY Metal amongst other sectorial indices have entered into the bear territory. In India NBFC previously faced huge liquidity crisis post IL&FS scenario, now COVID-19 has escalated the issue to newer heights. Gradually with central banks across globe poised to control the scenario, there is a risk of Japanese style liquidity trap across the global financial markets which can potentially make central bank policy instruments ineffective.

**Financial Market and Investment Psychology**

As the market is moving through the most uncertain times, and as the spread, intensity and duration of COVID-19 has tightened its grip across whole world, investors are into the state of fear psychology. Stock prices fell rapidly across the globe, the volatility across the market has reached new heights and people are fearful to invest in the market as due to this uncertain condition. The stock prices fell sharply and maybe the best times to buy, but due to ongoing pandemic investing comes with a whole lot of risk. As per JimeetModi founder and CEO of
The steps taken by RBI, especially NPA recognition and forbearance is the most important steps taken to help financial sectors, as due to COVID-19 salary cuts and employment are going to face tough times. As per Amar Ambani, senior president of YES securities, banking sector has got a boost through these steps, but the moratorium issue will put some pressure on banking sector.

Samco Securities & Stock Note stated that due to market volatility and uncertainties and fear psychology, market participants are drifting away and reduce exposure to equities till clarity emerges on financial distress. Markets will remain low due to subdued interest and very little activity from active investors. The investing scenario is such that in tough time top companies from the sectors like FMCG, Banking, IT and Pharmaceutical will provide good returns.

Covid-19 scenario, FII outflow, Index of Industrial portfolio dipped to 0.3% from after few months of flexing and weakening of rupee against dollar created a negative sentiment in market. This sentiment can be more prolonged as the uncertainty regarding curbing of COVID-19 proves futile and itself it is turning lethal. Although, government is trying to boost economy, but bearish trend is there to last for now.

Financial Markets and Black Swans & Way Ahead

As the recession expectations and pandemics hits the economy hard, it causes many negative impacts on economy, but as black swan economy brings with itself a new course of economic changes and the world rides on its waves. The SARS virus scare in 2003-2004 gave rise to the e-commerce industry and companies like Alibaba, Amazon etc. gained a lot from it. The 2008-2009 global recession causes lower income which gave rise to the shared economy, with Airbnb and Uber gaining a lot from this economy. So what new economies will emerge after COVID-19. As we can see most people are working from the remote locations or from their home, digitization of work is going to be the most important factor in this whole scenario. This digital disruption is going to shape the economies for coming decades. The supply chain disruption due to effect of COVID-19 mainly in the context of China has affected the global supply chain and with this use of sophisticated technology like 5G, IoT and block chain will create a more robust and distributive network of supply chain, with dependency on china being lessened to a greater extent. In a recent study which showed that Zoom a video conferencing app experienced an exponential increase in their traffic as people are staying inside to work from home and are also using this platform to connect with nearer and dearer ones. The shift of the focus to digital bureaucracy and smart cities are going to increase manifold in coming years, as COVID-19 gave another perception to work. The focus on healthcare and personal hygiene sector is going to increase manifold. Travel industry and education sector may change forever with more focused on digitization.

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Sourav Sanyal, earlier worked in sales and marketing across manufacturing sectors of different products, for ex- foundry sectors both ferrous and non-ferrous foundries, ceramic industries, and also provided client optimum solution to revamp and optimize their operations and gain more productivity, by providing product solution and service expertise. He is currently pursuing a management program in Marketing and Business Analytics at a reputed Institute of Management Technology Nagpur, Maharashtra.
The corona virus pandemic has affected healthcare delivery at almost all levels. Although most of the changes are necessary, the new environment poses a threat to the welfare of healthcare professionals. It will have an impact not just on their physical health, but also their mental wellbeing. Heightened anxiety during a pandemic is completely normal, and even more so for healthcare workers as they have to deal with the uncertainty that is brought on by unprecedented situations. Nurses in particular are a high risk group for mental illness, owing to the nature of their jobs, and the recent turn of events add more pressure on the vulnerable group. Administrators, organizations, and educators must address it in some way.

Whether it is the constant physical stress they have to endure or the difficulty they face when they have to inform patients about their positive test results, nurses go through a lot on a daily basis. Although they have the professional training and skill needed to deal with such situations, they are not immune to the distress of their patients. A study on the mental impact of the SARS outbreak on healthcare professionals found that close to 50 percent of the participants experienced some form of psychological distress. The current epidemic is even more acute in the severity of its psychological toll. It is not a healthy outlook as you cannot take care of someone else if you do not take care of yourself first. It is the job of educators to eradicate this damaging rhetoric for future generations. If this pandemic has shown us anything, it is that the health of nurses and caregivers has never been more important.

Although the public’s appreciation for nurses is heartening to see, this support should be a catalyst for real action. Governmental policies must ensure that nurses are given representation at all levels of decision making and have a say in influencing systemic decisions and matters of public health policy. There are significant consequences to underinvestment and nurses are always at the receiving end of it. We need to support their voice to identify the support systems and resources they need to do their jobs. Only then will we be able to draft policy that translates to practical action that is safe and sensible for nursing staff and patients.

Dr Shankar Narang is COO, Paras Healthcare.
First, on 24.03.2020 the central government issued a notification increasing the threshold to initiate insolvency proceedings against a debtor company from existing Rs. 1 lac to Rs. 1 crore. The protection of small enterprises from insolvency proceedings was among the primary reasons for increasing the monetary limits. The previous low threshold for initiating insolvency proceedings meant that the small enterprises both benefitted from it as well as suffered. Low threshold of Rs. 1 lac meant that any company could initiate proceedings to declare a small enterprise as insolvent for non-payment of debt exceeding Rs. 1 lac. Similarly, small enterprises also benefitted from the low threshold since they could commence insolvency against companies for any default in payment, which exceeded Rs. 1 lacs. Many small enterprises do not raise large invoices and thus a low threshold to initiate insolvency benefits them. The IBC 2016 was however neutral for all types of companies and did not account for the special status of small enterprises.

Secondly, on 17.05.2020 an announcement was made to postpone filing of all fresh insolvency proceedings for a specified period. Once again, the announcement perhaps did not take into account the ramifications of such a move especially in respect of MSME's. In my view, an exception should be carved out for MSME's so as to apply the increased monetary threshold for non-MSME companies only. This would permit MSME's to initiate insolvency proceedings as operational creditors with the earlier monetary thresholds of Rs. 1 lac (against non-MSME debtors) while simultaneously protecting them from large operational creditors who would be covered by the higher monetary limit of Rs. 1 crore before initiating insolvency proceedings against MSME's.

Special provision in IBC 2016 in respect of small enterprises
The recent measures effectively mean that small enterprises can no longer commence insolvency proceedings for a specified period and any proceeding thereafter would only be to recover outstanding dues higher than Rs. 1 crore. This takes away a quicker remedy for recovery of debts, which was previously available to them. The increase in threshold for all types of companies therefore does not take into account the special status of small enterprises. Standard money recovery suits before civil courts are often much delayed.

Small enterprises are recognized as a separate class of companies by the Medium Enterprises Development Act, 2006 (the “MSMED Act 2006”),
which entails their registration in lieu of several benefits. The central government should consider implementing the increased monetary limits in a way that does not prevent the small companies registered under the MSMED Act 2006 from commencing insolvency proceedings using the earlier threshold of Rs. lac., provided the debtor is not a registered small enterprise itself.

Thus, the higher monetary limit should apply as a rule with the MSME exception permitting use of lower monetary limit for MSME.

The MSMED Act 2006 recognizes the special status of small enterprises in our country. The IBC 2016 does not. If the purpose of increasing monetary limit to invoke provisions of IBC 2016 is to provide protection to small enterprises then the purpose is only half served since it does not take into account the fact that many small enterprises have dues owed, which are less than Rs. 1 crore. The recovery of these dues has overnight become more tedious owing to the increase in monetary limits and because the government now plans to defer all fresh insolvency filings for some time.

This runs counter to the object and purpose of government’s intervention by providing fiscal stimuli to small enterprises, which are perhaps most affected by the Covid-19 outbreak and shutdown of business. The government’s efforts must also be geared towards introducing measures which make recovery of debts a quicker process for MSME’s.

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Catapooolt's Initiative in Healthcare, Agriculture, Economic, Logistic etc

Catapooolt, one of the leading crowdfunding platforms, launches an initiative Corona Super solver challenge calling entrepreneurs to help mitigate the current circumstances in healthcare, economic, agriculture, logistic & supply chain, education, hospitality, travel & tourism etc. This initiative invites all the entrepreneurs, ideators etc to come forward and share their ideas, solutions, services etc to facilitate resolving the problems related to the current scenario better. It is true that entrepreneurs are the first to find solutions for problems.

“We have been joined by many in this initiative like TiE, Amazon AWS, investors, industry bodies and many regional partners etc to help these ideas and concepts by fast track backing them up with whatever is required to bring their solutions to market faster so that they can help resolve the current challenged circumstances. These partners and Industry leaders & mentors along with the 360 access to all kinds of market and business opportunities will be helping these selected projects. The goal is simple to help those who can help everyone to move fast and deliver solutions quicker,” says a press note.

In this difficult time along with the constant threat by this deadly virus, which has taken a huge toll on the normalcy of life, we thought of coming up with a challenge to help Entrepreneurs who can contribute by finding solutions, which is what the Entrepreneurs are known for. We are looking for entrepreneurs who have or can create solutions in any area which is currently challenged which includes healthcare, agriculture, logistics, farmer connect, supply chain and many others etc. We ensure to back these amazing concepts and contribute our bit as a responsible platform, says Shabir Momin, Satish Kataria, Mukesh Mallik and Mohammed Sirajuddin, team, Catapooolt.

Lowe's India reinforces its commitment to serving communities amidst Crisis

Lowe's India, the Bengaluru-based retail technology, analytics and business operations center for Lowe's Companies, Inc. announces new initiatives to support communities impacted by the Covid-19 pandemic. Reinforcing its commitment to the community, Lowe's India, with the support of its employees, contributed to the PM-Cares Fund. Further, Lowe's India is collaborating with the NGO Samarthanam to distribute rapid relief and Personal Protective Equipment (PPE) kits to families of migrant workers, people with disabilities, the elderly and healthcare professionals. Through this program, over 2,300 relief kits and 350 PPE kits will be distributed across the city.

Speaking about the initiative, Ankur Mittal, VP, Technology and Managing Director (India) said, “At Lowe’s, our focus has always been driven by a single purpose, to ‘build a sustainable foundation for growth in the communities we serve.’ Our commitment goes beyond charitable giving; our associates also volunteer their time and talents to help with various CSR projects and programs. In this trying time, it is our duty to support the communities that are deeply affected by the pandemic in any way we can.”

Each household receiving a relief or PPE kit, is educated on the importance of social distancing and the importance of sanitizing and maintaining hygienic conditions. A typical relief kit contains food grains, tea/coffee, sugar, spices, an assortment of long shelf life vegetables, masks, sanitizers, washing and bathing soap and toiletry kits. The PPE Kit for healthcare professionals contains N95 masks, PP Universal kit, TamiFlu 75mg tablet, 3-Ply face masks and Nitrile gloves.
Others were forced to divide the business into multiple units thereby losing out on the benefits that come with scale. Loss of efficiency, reduced bargaining power with suppliers, additional expenditure due to splitting up of the business, being ineligible for tenders due to size requirements not being met etc was some of the collateral damage suffered. Another shot in the arm for

The significant change in the definition of MSME has positive implications and fulfils a longstanding structural demand of the sector, as the definition had remained constant since the MSME Development Act of 2006. The fear of growing out of the MSME sector and resultant loss of benefits and incentives had hampered the growth plans of many an entrepreneur.

In the recent past SMEs sector has been subject to strong headwinds – a slowdown in economic growth, the NBFC liquidity crisis, downturn in the automobile industry – leading to immense survival challenges. As if this was not enough, a further shock in the form of the COVID-19 pandemic and the resultant country-wide lockdown, could result in huge losses for this segment and the shuttering of many units in the absence of a market, liquidity and labour.

In this gloomy scenario comes a ray of light in the form of the economic stimulus measures announced by the Finance Minister, resting on the five pertinent pillars of Economy, Technology, Infrastructure, Demographics and Demand, these announcements are likely to spur growth and inject a fresh lease of life in MSMEs. Of particular significance are the measures aimed at the MSME sector which is expected to revive the “animal spirit” of the small Indian entrepreneur whose dreams were shattered due to the lockdown.

Opportune Time
homegrown entrepreneurs is the decision to restrict global participants from Government procurement tenders up to Rs 2 billion. This is an excellent opportunity for MSMEs to operate in a larger playing field and develop core competencies while at the same time being insulated from unfair competition.

For a sector which has always been starved of credit, the announcement of Rs 3 trillion worth collateral free loans that are 100% government guaranteed comes as a booster shot. Banks and financial institutions that were averse to lend to this segment will now have the confidence to extend funds and much needed liquidity will flow to MSMEs. The funding will help meet operating liabilities already due for payment, purchase raw material, pay salaries and restart business. The promise that receivables would be released within 45 days by the government and public sector enterprises is another positive move and will improve sentiment all around. NBFCs that play a major role in extending credit to this sector will be bolstered by the Rs 300 billion special liquidity scheme and the Rs 450 billion partial credit guarantee scheme, which greatly improves their liquidity and allows them to start lending.

Equity is generally a scarce resource for entrepreneurs, the paucity of which is the prime reason why enterprises with growth potential and viability remain stagnant. The Rs 500 billion equity infusion scheme for MSMEs is a welcome move and can be expected to fuel the growth in size and capacity of units, which will in turn encourage MSMEs to consider getting listed on the stock exchanges. This augurs well for future expansion plans. Enterprises which are functioning but are stressed or in NPA status will also get a fresh lease of life with the revival plan of Rs 200 billion providing subordinate debt to affected units. Banks which have been hesitant to lend more to these units, which are around 2 million in number, will be encouraged by the partial guarantee that is being provided through CGTMSE and would be willing to participate in the revival plans.

The COVID pandemic may be coined as a “black-swan” event by many and its impact too may be more pronounced than any other event in living history. The extraordinary situation prevailing undoubtedly impacts the survival of MSMEs due to declining market demand, rising operating costs, flight of migrant labor and the new normal of social distancing. However, a recent CIBIL Transunion study concludes that almost 2 of 3 MSMEs in India are well placed to survive through this lockdown and 30% are very strongly positioned to tide over this crisis effectively. The various relief measures announced by the government will augment this inherent strength and enable the sector to become structurally robust.

**Encasing the Crisis**

The challenges, however, are quite a few and will test the resilience of the sector, primary among them being the new “inward looking” and “closed borders” policy of many governments keen on ring fencing their nations from such future shocks. The threat of subdued demand from European and American markets, supply chain woes, lower offtake due to reduced spending power, scarcity of labor with most migrant workers unlikely to return to their previous employment are others issues to be contended with. Policy makers are trying their best to guide the MSME units out of this quagmire through initiatives like single window clearance for manufacturing units, land and labor law reforms, EPF support up to August, improved efficiencies through digitization and e-market linkages, all of which go a long way in alleviating their situation.

The government has done its part and it is now up to the banks and other financial institutions to pick up the baton and translate policy into reality. If banks are able to quickly devise policies, communicate them clearly to their field staff and ensure that they reach out across the MSME spectrum, it would be a much needed booster shot to the sector. The fact remains that while moratorium, stimulus packages, etc. are enablers that the government can provide, it is important that MSME entrepreneurs remain positive and perseverant and capitalize on the opportunities that lie beyond this pandemic. As the old adage goes, “out of every crisis emerges an opportunity.”

Amit Bhatia is Head of Private & Commercial Clients, Deutsche Bank India.
Small and Medium Enterprises (SMEs) sector has come to be known as India's economic engine over the last few decades. The importance of this sector can be assessed through its ability to provide employment opportunities at low capital cost and industrializing the backward regions of the country. The Indian SME sector has been struggling, for over a decade, with its own set of challenges like the slowdown of the economy, high cost of capital, extremely low budget for research and innovation, lack of quality manpower, rising cost of raw materials and manpower, increasing marketing expenses and tough competition in almost every sector. But, no one could have imagined that the biggest challenge to be faced by the SME sector would be so unprecedented in the form of COVID-19. This tragedy has posed a common and the biggest problem in front of the entire nation as the world’s largest democracy witnesses one of the longest lockdowns in its history.

The Indian government has been taking several initiatives to infuse liquidity into the SME sector through various schemes including the latest economic stimulus package. However, the challenges being faced by this sector are quite evident and alarming.

**Liquidity issues**

The SME sector has already been struggling for inadequate of cash flow owing to factors like lack of financing, effects of demonetization and GST. Now with the lockdown, the situation has become even worse. According to a survey, only 7% of the manufacturing industries in the SME sector were shown to be capable of surviving for three months with their available cash flow without operating on a daily basis. Even though the government has announced various schemes to help these industries survive in the present times, it's still a long way before funds reach the cash-starved enterprises in full force.

**Shortage of Raw Material**

Another major challenge most small and medium enterprises are facing is the scarcity of raw materials as the SME sector was relatively more dependent upon China to source its raw materials. With low availability, the cost of the raw materials has further gone up while impacting the overall manufacturing cost of the goods.

**Lack of Manpower**

With a huge number of laborers migrating to their home towns due to COVID-19 scare and lockdown, a huge scarcity of manpower has been created within the SME sector. Even though the SME sector is struggling with the aforementioned challenges among many others factors, there should be no losing of hopes and persistent efforts should be made in the direction of getting the SME sector back on its feet. The present scenario indicates the inability of the government and economists in sorting out the problems for this sector. So, the small and medium industries themselves can take some steps in order to stay afloat.

**Self-Assessment**

The affect of challenges can be minimized with the help of strategic actions by the small and medium enterprises. While a uniform solution might prove to be ineffective in the prevailing circumstances, an effective
assessment of the entire system might help in providing some hope. This includes learning to effectively manage the organization with minimum resources, ROI-driven marketing practices and cost-cutting through effective management.

Utilizing the Government Schemes

The industries should properly research and study the various schemes announced by the government from time to time, and should keep themselves updated to avail the schemes which might benefit their organizations. A thorough financial assessment of the current financial situation of the organization is extremely important. Keeping all these factors in account, the organizations should then formulate working financial strategies to tide over the crisis.

Retain Good Employees

The industry should strive to retain their key and trusted employees even if their services are not required in the present times. This will ensure the capability of the organization to bounce back on the strength of its performance capabilities.

Go for Technology

Technology has always proved to be a great money-saver for businesses. Business software applications can help the enterprises to streamline their business in a great way. Lot of government schemes are now available for the SME sector for the technological upgrade and business owners must look at availing these opportunities.

The International Factor

China has always been one of the biggest challengers for the Indian SME sector. Indian companies have always struggled to match-up with their cost, design speed and innovation. With the new global reality where in China is looked as a villain, this may come as a good news for the SME sector. Lesser competition with the Chinese companies will be of great advantage for the Indian Sector.

Cost-effective Marketing

SMEs sector always faces challenges with marketing and advertising. With the new paradigm shift of the ecosystem, the overall advertising rates across mediums are expected to come down. A drastic price drop is already taken place in Print, Television and Outdoor media. The digital media is one option which is extremely economical.

With a huge commitment from the government and the call of the Prime Minister for a 'Self Reliant' India gives hope and offers innumerable opportunities to the SME Sector. All those, who think and act strategically with precision & speed, are going to be the true winners in this uncertain times. The fighting spirit of Indian SME entrepreneurs is 'tested and tried' and they will come out as the winners this time too.

About PKD Nambar

PKD Nambar, Managing Director and Chief Strategist, Flags Communications and B-Square Group of Companies, comes with over 2 decades of experience as a 'Marketing Strategist' and a serial entrepreneur. He is a renowned startup and turnaround specialist and a sharp communications strategist for the SME sector who has helped more than 100 businesses across India and overseas.

PKD Nambar moved to the Capital City from Kerala after completing his education to become a software engineer. With keen interest marketing, he went on to explore a career in marketing. After his eventful 3-year stint with Mitsui, he ventured into his first startup as a dotcom business. Having earned enough goodwill, he setup a software development firm, B-Square specializing in ERP, CRM and e-commerce solutions and earned the patronage of reputed companies in USA, UK and India.

In 2005, Nambiar setup Flags Communications which is one of the fastest growing 'Marketing Communications' agency in the country today offering an integrated 360 degree marketing solution for any business. In the 2011, he added 'Bookmyseats.in', an e-commerce company handling large format event ticketing, into his business portfolio. Nambiar is also a philanthropist and set up 'B-Square Foundation' as his CSR initiative. He is connected with many NGOs and Social organizations.
The COVID-19 outbreak has affected economies across the world and businesses. The world is facing the worst slowdown in 100 years. This has come as a big shock and surprise to everyone and it is one of the worst black swan events we had come across in the recent history. The pandemic has not spared any sector and it affected large corporates, mid-size corporates and small/micro enterprises. The impact on SMEs is the worst since most of the SMEs do not have the weather withal and capacity to face the impact of such a big pandemic.

Realising the likely impact of the pandemic and based on the bad experience of 2008 global financial crisis, the governments across the world were very fast to come up with response in the form of fiscal stimulus, monetary stimulus and a large pandemic containment programme. Most governments in the world have announced large financial stimulus in alleviating the problems of SME sector and the spiralling unemployment across the countries.

Indian Government has announced many schemes to protect the SME sector. Six special programmes were announcement aimed at ensuring the survival of SMEs. The schemes announced by the government were:

1. **Collateral-free loans**: Loans to the extent of Rs.3 Lakhs will be guaranteed. Banks and NBFCs will offer up to 20 per cent of entire outstanding credit as on February 29, 2020, to MSMEs. Units with upto Rs 25 crore outstanding credit and Rs 100 crore turnover are eligible for taking these loans that will have four-year tenor with a moratorium of 12 months on principal payment. The scheme can be availed till October 31, 2020. The government will provide complete credit guarantee cover to lenders on principal and interest amount. SIDBI has prepared a plan whereby, there is a plan to create a SPV to mobilise equity and debt funds to support this initiative. The MSMEs which were regular in repayments and having outstanding loans, will be able to avail this scheme.

2. **Subordinate debt**: This scheme is aimed at MSMEs which declared NPAs and those stressed and they will get equity support as the government will facilitate the provision of Rs 20,000 crore as subordinate debt. The government will also provide Rs 4,000 crore to CGTMSE that will offer partial credit guarantee support to banks for lending to MSMEs.

3. **Rs. 50,000 cr. Equity infusion for MSMEs through Fund of Funds**: Under this programme, Fund of Funds with corpus of Rs.10,000 crores will be set up. The fund will provide equity funding for MSMEs with growth potential and viability. FoF will be operated through a Mother Fund and few daughter funds. Fund structure will help leverage Rs. 50,000 crore funds at daughter funds level. It will help to expand MSME size as well as capacity. It will also encourage MSMEs to get listed on main board of Stock Exchanges.

4. **New Definition of SMEs**: Low threshold in MSME definition have created a fear among MSMEs of graduating out of the benefits and hence killing the urge to grow. The proposal to increase the monetary limit for defining the SMEs. The distinction between manufacturing and service sector to be eliminated.
The amount allocated for collateral-free automatic loans, subordinate debt for MSMEs and equity infusion through MSME Fund of Funds amounts to 76 per cent of the credit disbursed to MSMEs during FY20. During FY20, Rs 450 billion were disbursed to MSMEs under collateral-free loans and units who are likely to face increased risk averseness would benefit hugely from the Rs 200 billion subordinate loans announced for them.

5. Global Tenders: Indian MSMEs and other companies have often faced unfair competition from foreign companies. With a view to promote self-reliance and promote MSMEs, Global tenders will be disallowed in Government procurement tenders upto Rs.200 crores. The necessary amendments of General Financial Rules will be effected. This will achieve the objectives of Self-Reliant India and support Make in India initiatives by the government. This will help MSMEs to increase their business.

6. Other Measures: MSMEs currently face problems of marketing and liquidity due to COVID-19. The government has taken lot of digital initiatives in the last few years to make the governance simple and effective. All these initiatives by government have come handy after the onset of COVID-19. It enabled the facilitation of transactions through increased connectivity and digital readiness of Government Departments, Banks and Corporates. To facilitate the marketing during COVID-19, e-market linkage for MSMEs will be promoted to act as a replacement for trade fairs and exhibitions. These platforms will connect buyers and sellers from across the country and make the task of marketing simple.

In India, the development of Fintech in the last few years is very advanced and fintech will be used to enhance transaction based lending using the data generated by the e-marketplace. Digitisation of transactions will help the lenders to assess the borrowing capacity of the borrowers and the amount of lending could be decided by the digital financial footprint by SMEs. Already many companies are using fintech to assess the credit worthiness of individuals and started offering credit to them. This experience is a good case study for implementing similar concepts in SME lending.

Today the main issue in managing MSMEs is liquidity. Government has been continuously monitoring settlement of dues to MSME vendors from Government and Central Public Sector Undertakings. The government has announced the receivables by MSMES from Government and CPSEs will be released within 45 days.

Capitalise the Measures

Going forward, The MSMEs should study all the new measures announced by the government. They should identify the measures which are applicable to them and start availing the benefits from the government and financial institutions. They have to revisit the plan for growth which was made before COVID-19 and based on the developments, change the plan. There could be a plan to reduce the budget as well as increasing the budget. The organisations which are in sectors which will benefit from the measures announced by the government, can plan for a higher sales and income.

One of the main issues for survival is positive cash flow and liquidity. The strategy for survival will be to ensure liquidity in the coming months. The liquidity could be increased by reducing account receivables, increasing account payables, reducing inventory and get rid of the assets which are not required. The capital expenditure plans could be reviewed. There should be a well planned cost reduction programme, which should focus on reduction of both fixed and variable costs in the system.

To conclude, to ensure the survival and revival, the MSMEs should focus on capitalising the measures announced by the Government, ensuring liquidity at all times, managing the cash flow and reduction of both fixed, variable costs in the system. By ensuring good governance and reporting system and continuous monitoring of the above variables and taking course corrective action, MSMEs will be able to navigate COVID-19 well and emerge winners.

About R Kannan

R Kannan, Head Corporate Performance Monitoring & Research, Hinduja Group, is an expert in Finance and Strategy with more than 30 years experience. His career spans as a Management Consultant and as a key member of Corporate Head Quarters in various corporate bodies including TCS / PWC as Management Consultant, Hinduja Group as VP and Head of Strategy, ICICI Infotech as EVP and Head of Strategy, ICICI Bank as EVP Strategy. Carried out assignments relating to Corporate Finance, Fund Raising, Treasury Management, Strategy Formulation/Implementation, Organisation Restructuring, Corporate Performance Management, Business Development and Mergers/Acquisitions.

He is a member of Expert Committees in FICCI/CII/ Bombay Chamber of Commerce and Industry and Indian Merchant’s Chamber on Committees relating to States, Industry, Economy, Banking, Transportation, Environment, etc. At present Member of the Private Equity and Venture Capital Committee of Bombay Chamber of Commerce and Industry.
Industry adoption of IoT to garner sufficient Big Data to train large neural nets under Supervised Machine Learning has helped create innovative solutions to fight the spread of Covid-19. An AI based computer vision platform works with existing CCTV networks, is scalable, provides accuracy up to 99% and can be deployed quickly with no infrastructure overhaul.

Artificial Intelligence helps enterprises create fool-proof, proactive defences against Covid-19. It is impossible to manually monitor people wearing face masks and maintaining social distancing at all times. Deep Learning techniques like Computer Vision give a real-time scenario at any given point by using live camera feed. Computer vision enables enterprises to get active analytics on the number of people wearing masks or following social distancing without bias.

Enterprises can safely restart manufacturing premises, warehouses, tech parks, and Malls. Industry 4.0 is on the rise, the pending revolution is here.

Opening New Frontiers

The world is now climbing up the left arm of the bell-shaped curve and the spread of the infection has grown exponentially in the past few months. To avoid a catch-22 situation, intervention is required from three pillars: Policy, Governance and Technology. The country is on verge of an Economic Depression, it’s time leaders take cognizance of the required “conscious capitalism” and adopt innovative strategies to mitigate the crisis.

Safety and Security

For far too long the industry has depended on human oversight to keep its premise safe and secure. Human oversight has its limitations as is evident from the fact that workplace hazards cost the world over USD 1.25 Trillions and over 2 million lives according to the latest report from the International labour
An AI based computer vision solution for Covid-19 uses the existing CCTV infrastructure to identify masks and for social distance monitoring. This eradicates the need for manual complaints being raised for non-compliance violations which are tiring and can be heavily biased, leading to misunderstandings in an already tensed up workplace.

Biometric Attendance and Facial Recognition: This can provide a contactless experience to employees in offices and children in school. Instead of asking them to touch buttons or searching their ID card for scanning they can simply look at the CCTV camera to get access. This is a much feasible process to adopt in the long term. Though there is some skepticism regarding data privacy, around sensitive information, if proper policy and regulation is maintained keeping in mind that the users/visitors are standard the problems can be kept at bay.

Future of AI

There is global acceptance of a mass scale digital transformation in various sectors being retail, education, cybersecurity, healthcare and others. Global spending on cognitive and AI systems will reach $57.6 billion in 2021, according to market research firm IDC while The AI market will grow to a $190 billion industry by 2025, according to research firm Markets and Markets. Though the process to accelerate and adopt AI on a mass scale and make it industry agnostic will not be easy, it'll be necessary not just during the pandemic but beyond to expand the horizons of innovation and scale in business.

About Kunal Kislay

Kunal Kislay, Co-Founder and CEO at Integration Wizards Solutions, is a B.Tech IIT Mumbai alumnus with over a decade of experience in enterprise mobility, Internet of Things, AI, Neural networks and Machine learning. Creating solutions for a vast array of verticals made him understand the pulse of technology and its changing paradigms. Integration Wizards owes its easy adaptation of the most advanced technologies to him.
While massive losses suffered by our small scale poultry farmers for various reasons cannot be retrieved, it is important that the poultry sector modernize itself and prepare to renew its supplies post the lockdown. It must also be prepared to address misinformation campaigns while improving hygiene and storage standards for its flocks that will help improve the efficacy of the business in the long term. The government must also step forward and help the sector revive itself through relief packages and support to small farmers in restarting their business.

The need for cold storage

The problem of demand slump was further compounded by lack of adequate cold storage facilities for farmers. Many small scale farmers had to resort to distress selling of their birds at prices as low as Rs 5-10 per kg as they did not have logistical support to preserve their meat in cold storage facilities. This meant that the only options for them were to either sell their lot at really cheap prices or cull their birds and bury them. Moreover, 92 percent cold storage units in India are owned by the private sector which mostly includes big companies leaving little safety for small and medium enterprises.

The government must make investment in cold storage for small and medium enterprises so that they can stock their culled birds as well as preserve their meat which can be sold later thereby cutting down their losses. Several large cold storage units that are easily accessible to small scale poultry farmers that they are able rent for specific amount of space as per their needs will be a welcome step for the poultry industry.

Push for reforms to make the sector more organized

The poultry Industry in India relies mostly on wet markets as Indians have a cultural preference for buying fresh produce which is why most customers select the bird before asking the butcher to cut it. Nonetheless, fresh does not always translate to clean and hygienic as some of these makeshift establishments are really unkempt.

The domestic poultry industry has lost an estimated Rs 1,750 crore over the past two months as the coronavirus outbreak leads to a slump in consumption and demand. It has forced many small scale poultry farmers to go out of business and even pushed some medium scale poultry farmers to the brink of bankruptcy. This downturn has been exacerbated by a flood of fake messages and misinformation on social media about chicken consumption’s association with coronavirus.
and potential disease carriers. The poultry sector has often faced criticism for unhygienic conditions and unfriendly housing facilities for poultry birds. This is another area the poultry sector must work aggressively to improve. This will help instil confidence among consumers about the safety and healthy origin of birds.

The government on its part must implement adequate quality control mechanisms for the industry. Regular hygiene and quality checks should be done and shops that do not comply with these guidelines must be penalized.

Furthermore, government must set up a committee to monitor all poultry rearing, processing and trade in the country which oversees that poultry farming is done in good conditions thereby not causing any harm to the end consumer as well as the environment. Good hygiene practices at farm level also help in reducing the mortality or birds as well as rate of subclinical infection. Overall, better hygiene results in healthier birds and serves to improve efficacy of the business.

Need for Quality feed additives

In India poultry farmers mostly use soybean and maize which only meet minimum nutritional requirements and do not help in raising quality healthy birds. According to studies fast growing meat chickens require less than three hours to digest and absorb their feed. Since they have a short digestive tract and rapid digestion transit time they need easily digestible nutrient dense diet wherein nutrients are critical. Also, the rates of genetic change in growth and feed efficiency over the years have had a key impact on the physiology of the birds which have in turn changed their nutritional requirements to satisfy the genetic potential of the new strains. This high genetic potential of current poultry strains can only be achieved with properly formulated feeds that are protein and energy-dense.

Also poultry farmers must use regulatory approved feed additives that have been tested to destroy and prevent bacterial infections as well transmission to human by elimination of pathogenic stereotypes. Other things which poultry farm owners and managers must keep in mind are the composition and quality of feed, nutrient value, digestibility, moisture retention, palatability as well as any possible hazards that long term consumption may cause.

Bacteriophages over Antibiotics

Antibiotics are common in the poultry industry as they are used to improve meat production through increased feed conversion and prevention of rampant bacterial diseases. However, the excessive use of antibiotics can compromise the immunity of livestock by causing gastrointestinal infections as well as other diseases. More importantly, excessive use of antibiotics results in the development of anti-bacterial resistance which upon entry in our food chain is harmful to human health.

This is why it important to use alternatives to antibiotics so that farmers can grow healthy poultry as well as prevent bacterial infections. The use of Bacteriophages as a sustainable and healthy alternative has been proven scientifically which is why farmers should make the switch immediately. Bacteriophages are bacteria eaters which are not harmful as they kill the targeted bacteria within the infected cell without interacting with human and animal cells. This makes them the better alternative to antibiotics as they are safer for both poultry and human health.

-Dr. Ramdas Kambale is Senior Vice President, Vetphage Pharmaceuticals.
Prime Minister under his vision and call for ATMA NIRBHAR ABHIYAN / SELF RELIANT INDIA MOVEMENT based on the 5 pillars of ATMA NIRBHAR BHARAT being Economy, Infrastructure, System, Vibrant Demography and Demand has allotted Rs. 20 lakh crores equivalent to 10% of India's GDP as Special economic and comprehensive package cater to the needs of the current stressed economy with the clarion call, "It is time to become vocal for our local products and make them global".

Finance Minister announced in her press briefing regarding various allotments of funds for MSMEs under various heads and she also elaborated the new definition of MSME. The following are my views on the takeaways.

1) New definition of MSME.
- The classification of MSME as Manufacturing Enterprise and Service Enterprise has been abolished and merged under one category of MSME.
- A new dimension has been introduced in the definition apart from investment in plant and machinery which is of turn over.
- As per the new classification the following are the new norms for classification of MSME.
- Whereas the increase in investment is a welcome change, the logic and the basis of restricting the turnover is not explained. The pertinent question is when the investment is substantially increased, the capacity for production is also increased in proportion to the investment in which case, if the turn over goes beyond the cut-off point, the micro enterprise is poised to graduate as small enterprise which again is very favourable to the enterprise. But, if the small enterprise is promoted to the medium enterprise status, is it good for them? Even though any expansion is desirable for any enterprise, the small enterprise will lose its privilege coming out of the statutory commitment of AND SMALL ENTERPRISES with its amendments. Hence, in my opinion the introduction of turn over norms need not be introduced.
- The announcement does not specify the date of implementation of the new definitions which also requires the necessary changes in the MSME Act and the RBI notification on the matter.
- When the new nomenclature is implemented, it may necessitate reappraisal and reassessment of the financial requirements of the enterprises. If it is going to be introduced immediately, the effect of such changes will have a bearing on the package now announced.
2). Rs. 3 lakh crores collateral-free
Automatic Loans for business, including MSMEs.

- The aforesaid package is to be made available to meet operational liabilities built up, buy raw materials and to restart business. It seems that the offer is conditional not to make it available to past commitments and existing liabilities. An explanation is required.

- Emergency credit line to business / MSMEs from banks and NBFCs up to 20% of the entire outstanding credit as on 29.02.2020. Does this mean that the emergency credit availability is restricted to 20% of the existing limit as on 29.02.2020? What if there is a credit balance available on the day or the limit is not fully utilised in the accounts?

- In this connection a reference may be made to RBI circular FIDD.MSME & NFS.BC.No.60/06.02.31/2015-16 dated August 27, 2015 on Streamlining flow of credit to Micro and Small Enterprises (MSEs) for facilitating timely and adequate credit flow during their 'Life Cycle' wherein RBI instructed the banks to sanction “STANDBY CREDIT FACILITY” for funding capital expenditure and working capital at the time of sanction itself to be disbursed in case of liquidity problems faced by the enterprise. Besides, managers and executives also are given discretionary powers to be used in an emergency situation. But such powers are hardly used by the banks. Such being the case how the banks are going to implement the package is to be seen.

- Borrowers with up to Rs. 25 crores outstanding and Rs. 100 crores turnover are eligible for the collateral free automatic loan. What about the borrowers having outstanding more than Rs.25 crores and Turn Over more than Rs.100 crores coming under MSME category? Why this discrimination?

- Loans to have 4-year tenor with moratorium of 12 months on principal repayment. The emergency credit is to be made available by way of working capital term loan and not by way of cash credit. It seems that existing terms loan/s, if any, will continue with the same terms and conditions of the then sanction. If so, how the cash flow is to be ensured to fulfil the repayment of all the term loans?

- It is stated that the interest to be charged is not given but may be left with banks. If so, whether uniform rate of interest will be charged by all banks and NBFCs and whether rate of interest will be on fixed basis or floating basis to be paid as and when charged. Will NBFCs be able to charge the same interest as that of banks?

- A realistic cash flow will have to be arrived at taking into account the total repayment of all existing loans and working capital along with the incremental emergency loan.

- 100% credit guarantee cover to banks and NBFCs on principal and interest. But considering the experience with banks and financial institutions with regard to availing collateral free loans available under already existing CGTMSE to the extent of Rs. 2 crores, it should be seen how the banks and NBFC are going to react or pro-act to the announcement.

3). Rs. 20000/- crores subordinate debt for stressed MSMEs.

- Government of India will facilitate provision for Rs.20000.00 crores as subordinate debt to MSMEs and functioning MSMEs which are NPA or are stressed will be eligible. How the Government is going to facilitate the provision of the amount as subordinate debt is not clear. The definition of functioning NPA is not made
out. Does it include accounts classified as NPA and legal action initiated already but is functioning unit? Is it applicable to accounts already assigned to ARCs but functioning and also those NPA accounts whose settlement have taken place by way of restructuring/OTS but continuing business?

- Government will provide a support of Rs. 4000 crores to CGTMSE who will provide partial support to banks. How the banks are going to implement the scheme under partial support from CGTMSE in the background of the reluctance of the banks to sanction collateral free loan up to Rs. 2 crores already available under the existing CGTMSE guarantee cover.

- Promoters of MSME will be given debt by banks, which will then be infused by promoter as equity in the unit.

The operational modality of the schemes announced is to be elaborated as to the implementation of the schemes by banks.

4). Rs. 5000.00 crores equity infusion for MSMEs through fund of funds and global tenders to be disallowed up to Rs. 200 crores.

The functional and implementation details are to be made known as to how these packages will be implemented effectively. However, global tenders are to be disallowed is a well come step giving MSMEs better level playing field.

5). The package does not offer any relief to those who availed housing loans and default repayment leading to their account being classified as NPA due to either retrenchment or cut in the salary and those students who availed educational loan but are not able repay the loan after completion of their studies on account of non-availability of jobs. What is going to be their fate? Some relief package is to be considered to mitigate their hardships.

6). Yet another unfortunate section is those employees who lose their jobs on account of legal actions taken by the bank to recover the dues and some relief measure must be considered for their survival.

The aforesaid package will enable the MSME sector to be more competitive and will help them to realise the vision and call of our Prime Minister for ATMA NIRBHAR ABHIYAN / SELF RELIANT INDIA MOVEMENT.

The vision of the nation is made and the mission is articulated. The result depends upon the how the implementation of the plans and programmes is carried out down the line with the sincerity of purpose and effective implementation with diligence, determination, dedication and commitment. The package announced may not satisfy all the sections of people. Another unfortunate section is those employees who lose their jobs on account of legal actions taken by the bank to recover the dues and some relief measure must be considered for their survival.

The government has committed Rs. 2 lakh crores as part of their commitment and it is time that the entrepreneurs, the industry and commerce along with the banks and financial institutions including all stakeholders and general public should offer their unconditional cooperation and commitment keeping aside their differences and prejudices and looking into the brighter side for the ultimate realisation of making our nation a formidable leading economic force and a global player to be recognised globally for which we have to work united and in unison to achieve the vision.

Let us take a pledge for the realisation of the vision by asserting that we have to, we shall and ultimately, we have achieved it.

T. R. Radhakrishnan is Banking & Management Consultant, NPA Resolution Consultant, H. R. Trainer in Corporate, Colleges & Schools. He can be reached at trrk1941@gmail.com
As the COVID-19 pandemic spreads throughout the world, more and more companies are asking their employees to work from home in light of new government-issued regulations and for their own well-being. This unprecedented health crisis has meant that many sectors have had to adapt to the new conditions and embrace remote work despite past misgivings.

Reluctance to adopt remote work policies is often related to the sensitivity of the information an organization processes. Industries such as health and finance that have stricter data protection requirements in place have long opposed remote work. However, due to recent developments, many have found themselves having to rethink their previous stance and allow their employees to work from home.

Health information is considered highly sensitive data in most countries today. In response to the ongoing COVID-19 pandemic, it’s the need for healthcare providers to communicate and provide health services to patients virtually through remote communication technologies.

Protecting health data while working remotely

Once healthcare providers decide to implement remote work plans, it is essential for them to ensure that health data will be protected even when it is taken outside the security of company networks. This starts from the devices employees will be using remotely: they must be encrypted, password-protected, and have updated firewalls and antivirus software installed. Virtual Private Networks (VPNs) should be used to access the company network remotely. Employees should be required to disconnect at the end of each workday to ensure their computers don’t stay connected longer than necessary to the company network.

Companies should use solutions like DLP tools to ensure that health data cannot be copied to any external devices not approved by the organization. In this way, potential malicious devices cannot be connected to a computer, and data at rest cannot be stolen or stored.

Physical protection of files

Working from home may also mean that employees can print information or receive health information through the mail. It is essential, therefore, that they store it in a secure place, whether it’s in a locked cabinet or a home office that no one other than themselves has access to. When they are no longer needed for the original purpose they were collected for, physical files should be shredded or otherwise destroyed.

It is also important that employees work in a private space where no one can see or hear the information they are transmitting or working on. No other individuals, except the employees themselves, should be allowed to access computers on which protected health information is stored.

Monitoring and logging health information

Lastly, health data should be monitored at all times to ensure compliance and to help companies spot any risky practices their employees might be tempted to use while working from home. Logging the movements of health information is also a way for organizations to prove compliance in case the OCR requires it.

About Filip Cotfas

Filip Cotfas, Channel Manager, CoSoSys, has an impressive background in sales and project management. At CoSoSys, he is utilizing his extensive skills for the daily operating efficiency with a focus on the South Asia, Middle East and Northern Europe markets. Filip’s main responsibility is handling the existing Customer portfolio, as well as acquiring additional revenue streams, mainly by coordinating with the existing partners or enabling new partnerships, in order to help more customers benefit from our award-winning Data Loss Prevention solution. In the past years, he has been developing the sales strategies for his markets and built a successful relationship with channel partners.

-Filip’s objective is helping businesses overcoming their security challenges and protecting their sensitive information. He is goal-oriented with a genuine passion for sales and business development.
On face value, feet touch the ground whenever one is standing, walking or running, and they are extensions of the legs, which helps a person to move. But feet are much more than that. After all, they are the foundation of one's body and tell a lot about one's health. It's the feet that can tell a lot about the general health condition or warn regarding any underlying health conditions. From pesky foot pain to more serious symptoms, like numbness, feet are capable of showing any kind of disease before any other part of the body.

The health condition of feet also depends on the footwear one is wearing. With a fast moving lifestyle these days, an individual is running from work to home, from dates to parties, from shopping to movies and all these things are done by wearing the footwear. In fact, individuals do wear footwear at home too. As a person spends most of his time wearing footwear, it is important that it should give them comfort and also keep them healthy. In an era where everyone is running behind only style and design, health and comfort is a factor that doesn't seem to spring one's mind immediately while selecting the right pair for the feet which shouldn't be the case.

Critical Part

Healthy footwear is a critical part of a healthy lifestyle. Apart from exercise, healthy food, sleep and stress management, healthy footwear plays a key role in deciding the health factor of one's feet. They help in avoiding future foot, knee, back and posture problems and also energise the feet for all day activity without any tiredness in spite of current problems. People tend to forget that feet are the foundation of their body and thus a strong and healthy foundation will automatically lead to healthy life. Our body is like a chain of links (feet, knees, hip, back, spine etc.), if the first link (feet) is not positioned correctly, all other links (knees, back) have problems.

In earlier times, walking a long distance never seemed a problem but nowadays making it to the downstairs grocery shop ends up in heel pain and other things. Our feet used to function perfectly with less or no issues in early days because of the following:

- People used to walk barefoot (no shoes)
- The number of steps used to be 8000 steps or more daily
- Also, walking on soft surfaces like grass etc naturally stimulates all organ's nerve endings (in feet) thus increasing blood & oxygen
flow to them and keeping feet, knees & back healthy by performing the static, dynamic & reflex functions of the feet. (Reflexology)

Healthy footwear is a critical part of a healthy lifestyle. Apart from exercise, healthy food, sleep and stress management, healthy footwear plays a key role in deciding the health factor of one’s feet. They help in avoiding future foot, knee, back and posture problems and also energize the feet for all day activity without any tiredness in spite of current problems.

But now in modern times, the reality is that we walk less than 3000 steps daily. We usually walk on hard man-made surfaces which give extra shock to the feet. These surfaces are not able to stimulate our feet properly as barefoot walking doesn’t take place. Also, use of technically bad footwear which has hard soles and do not support the feet well. All these reasons have destroyed the natural connection of the feet with the body (static, dynamic & reflex function) and thus raise the need for healthy footwear.

Dr. Med Walter Mauch, the famous German doctor for orthopaedics, sports medicine & naturopathy developed the internationally patented 5 Zones technology based on the science of reflexology to solve these problems without disturbing one's normal lifestyle. Five Zones can only be produced by one factory in the world. The elevated 5 Zones has the shore adjusted to the shore of your feet and therefore provides:

- Soft Massage all day (Like Barefoot Walking on grass)
- Stimulating nerve endings in feet which increases blood flow, oxygen and strengthen muscles
- Balances muscle tensions, correcting foot & thus body position
- Acts as Spring absorbing hard surface's shocks and removes pain blockages

The Gym in your Shoe

With all these factors, shoes become an active means of exercise. The elevated 5 zones technology is “The Gym in your Shoe”, without requiring today’s passive lifestyle which is walking of 3000 steps and not 8000 steps as the footwear with this technology aims to fulfill the same.

Use of healthy footwear also leads to the following Healthy Points:

- Energises feet for 12+ hours standing & walking (No tiredness)
- Exercises foot for strength
- Relieves feet, knee and back pain
- Protects joints and muscles
- Corrects foot position and body posture

Dr. Umashankar Mohanty, President, Indian Association of Physiotherapists opines that healthy footwear provides the necessary support and stimulation to avoid all these problems. It is definitely recommended to use these shoes. These shoes promote good health of your feet, knees and back so that you do not encounter the problems associated with them.

Healthy feet are vital for mobility. And because feet are so essential for keeping mobile and independent, when something goes wrong it can be a psychological strain too. It’s really important to understand that healthy feet result in a healthy life. Just because feet are furthest away from the eyes should not mean that they should be neglected! To keep the feet healthy, healthy footwear is the key.

About Ashish Jain

Ashish Jain, Director & CEO, Von Wellx Germany is a modern age entrepreneur with great passion for the footwear industry. With a degree in business management from Indian Institute of Management, Indore and a rich working experience across Agriculture, Steel and Retail sectors in major corporate. Ashish coming from a family of entrepreneurs and has always been motivated to create a novel brand which solves practical unsolved problems.

In his quest to be an entrepreneur, he figured out the gap in the Indian footwear market and saw that people understood footwear only as a fashion accessory and did not understand the functional importance of footwear in human body. Understanding the need for a healthy footwear, he bought Von Wellx Germany - being sold in 80 countries.

Ashish believes that true pillars of any novel successful brand is its product, service and communication and has made his brand excel in all the criteria and is on his way to achieve his dream of making people aware of the importance of good and correct footwear. Apart from business, he runs his family NGO which has helped over 2000 kids with free heart operations, runs successful eye donation among various initiatives. He is a sports enthusiast with representation at state levels and also loves adventure sports.
We all know how important sales referrals are. According to the Harvard Business Review, 9 in 10 buying decisions are made with peer recommendations. Statistics tell us, Business-to-business companies with referrals have a 70% higher conversion rate, and they report a 69% faster close time on sales.

Nielsen found that 84% of consumers say they either completely or somewhat trust recommendations from family, colleagues, and friends about products — making these recommendations the information source ranked highest for trustworthiness. Knowing how impactful sales referrals are, why don't we as salespeople use them as often as we can?

Largely because we don't know how to ask for referrals.

Sometimes, it's that referrals tend to happen after a successful close — the same time that most motivated salespeople are off chasing down the next deal. But in other cases, we don't do it because we don't have an effective process in place. That's a huge mistake.

When you take the time to build a referral process, you can automate all or part of it, so you get all the benefits of referrals without needing to put manual effort in after each sale.

When it comes to getting referrals, Trey Gibson -founder of Spotio- says one thing is sure: just ask.

Customers aren't bogged down with referral asks yet, especially since only 29% of customers are providing referrals when 92% of customers said they would. With only 10% of companies tasking their teams to acquire referrals, there's a massive opportunity to capitalize on referred leads.

This proves that customers don't mind giving referrals, but few companies are making it part of their process. Bake this into your sales process; you will see results.

**How to Ask for Referrals (4 Steps)**

- When to ask for referrals
- How to automate the referral process
- Automating your own referral email process
- Making referrals part of your playbook

**When Should You Ask for Referrals?**

Before we discuss about how to ask for referrals, we need to talk about timing — your asks need to be timed correctly in order to be effective.

Generally speaking, the best time to ask for referrals is after you've proven value to the client. Don't ask for the share if the relationship is new or if you aren't sure your client is satisfied with the work you've done so far.

So how do you know when you've proven value? Every deal looks a little different, but there are several signals to pay attention to:

They tell you how happy they are.

Not only is this a great sign that customers are willing to make referrals, it offers a great jumping-off point for making the request.

For instance, if a customer compliments an aspect of your product or service, you could follow up with something like, “I’m glad you've found it useful. If you happen to know anyone else who could benefit in the same way, could you please introduce me? I'm always looking for others to help.”

When getting referrals from an existing happy customer, Steve Benson- CEO of Badger Maps, recommends using the land and expand strategy.

The 'land and expand strategy’ is where you get one person at a company to use you, and because you make them successful, you can ask them to recommend you in their company. They then tell their coworkers and management about you and spread the word about your product/service around the organization.

**You've hit a key project milestone.**

As the relationship evolves, they'll begin to trust you and learn what you're capable of. It's at this point you can comfortably ask for a referral.

You've over-delivered.

Freelance brand strategist Megan Elliott shares, you want to make your
existing clients so pleased with the work you deliver what they want to brag about you and the work you've done to all their friends and colleagues.

They've responded positively to your survey.

In the survey, you ask a single question: Would you refer our company to others? If the score is a 9 or a 10, you can confidently assume your contact is ready and willing to make referrals for you.

They refer others to you without asking.

Sometimes customers will be so happy with your product or service that they'll share it naturally, without your prompting. This is why customer service and success should be a primary sales priority. If that happens, you can be pretty confident that they'll be open to making referrals to others if you ask.

They ask you for a discount.

Sergey Butko, CMO of CallPage shares his tip:

If a happy customer asks your sales rep for a discount, a free trial of the newest feature, or any other price-related “favor,” give them what they want, but in return for a referral. We use this mini strategy at CallPage, and it drives awesome results for both sides. Clients get what they want, and we do not give our tool away cheaper.”

Steve Richard, founder at ExecVision, suggests different timing may be just as effective.

Research by Georgetown University shows that a great time to ask for a referral is right before the buyer makes a decision toward the end of the negotiation.

Sellers who add a favor request to a price discount are 40-50% more likely to close the sale than sellers who do not ask for a favor.

How to Automate the Referral process

Once you've identified the common triggers in your referral process, you can start to build automation around them. As an example, here's a workflow you could build around the survey.

Sales Referral Automation Based on the Survey

- First, you would trigger the survey email to go out a certain number of days after a key milestone. You can automate this by tying it to the completion of a key milestone tracked in your CRM, such as the completion of a project stage.
- Based on the results of the survey, you can then automatically trigger one of the following messages to go out one day after recipients complete the survey:
  - If you receive a score of 0-6, don't send a referral request template. Instead, send a “Can we fix this?” message to attempt to rebuild the relationship.
  - If you receive a score of 7-8, you still shouldn't send a referral request template, as recipients aren't enthusiastic enough about you to guarantee a positive referral. Instead, trigger a “How can we improve?” message and retest recipients after a set interval.
  - If you receive a score of 9-10, send a “Who else can we help?” referral request.

TEMPLATE: Here's a good referral request email.

Hello [name],

Wow! Just saw you gave us a great score on the customer survey you received yesterday. I'm so happy to hear we've met — and maybe even exceeded — your expectations.

Can you please do me a favor? I'm trying to find others who would benefit from the same features you've enjoyed. Is there anyone you can think of that you can introduce me to who might also be interested in our product?

Thanks in advance,

Tweak the template as needed based on your business and its products or services. But don't stop here. Recipients might miss a single referral ask. They're busy. Space in their inbox is limited.

As mentioned by Gary Galvin-Galvin Technologies, use technology to your advantage. Monitor how and when they engaged with your referral ask, “Because although you may have sent the email on a Tuesday, it may not have been opened until Friday — wouldn't that be nice to know?”

To make sure they see your ask, build out a referral request cadence with multiple follow-ups — just like you do with your cold sales emails.

For instance, you could send:

- A second initial asks message a week later to any recipients who didn't open your first request.
- Automated follow-ups at specific intervals throughout the duration of a project.
- Final requests at the close of a project or a few weeks after its completion.

TEMPLATE: Here's what a post-project referral ask might look like.

Hello [name],

It's been a few weeks since we wrapped up our work together — I
hope everything is still going well with you and the team. I know I’ve asked before, but is there anyone you can introduce me to that might also have a need for our [product or service]? I’d hate for them to miss out if they’re [experiencing the same pain point you were].

Take care,
[Signature]

One final set of templates to have at the ready is the series of messages you’ll use in case contacts send you referrals.

Act quickly by preparing the following templates ahead of time:
- A thank-you email to your original contact that reassures them you’ll follow up quickly and take good care of the person they referred.
- An initial outreach message for connecting with the new referred contact.
- A follow-up message for the original referrer sharing a status update on the new connection or further information if you’ve incentivized the referral process.
- Say, for example, that you’re offering INR 2000, invoice credit to any customer who books a year’s worth of service with your company. In that case, not only would you want to mention the bonus-earning opportunity whenever you ask for referrals, you’d also need several templates for following up with your original contact.

And when you act on a referral, it’s a good idea to ask permission from the referring customer to use their name. As an example, Thank you for providing me your colleague’s contact information! When I call him, may I use your name? You can also look to set expectations to use customers as references right off the bat.

Understand the approval process for references upfront and incorporate it into the contract when signing the deal. I have seen cases where the signing authority agrees to be a reference when signing the contract but there is a push back from legal when we ask for it after meeting the success criteria.”

**TEMPLATE: A message when the referral is successful.**

Hello [name],
Thanks again for referring [new contact] to me. I’m excited to share that we’ve signed a contract to begin work together, and I look forward to helping them [experience some benefit] that you’ve seen already. As a thank you for making the connection, I’ve asked our accounting team to issue INR 2,000 credit to you. You should see it appear on your next invoice, but please contact me if you have any issues.
Thanks again and please let me know if you can think of anyone else I should reach out to.
[Signature]

**TEMPLATE: A message when the referral is not successful.**

Hello [name],
Thanks again for referring [new contact] to me. Unfortunately, it doesn’t look like we’re a fit for each other right now. But if that changes and they sign up for a service plan in the future that qualifies you for our referral bonus, I’ll let you know right away.
Thanks again and please let me know if you can think of anyone else I should reach out to.
[Signature]

Automating Your Own Referral Email Process

As you can see, there’s a lot of variability in the way you can set up your own automated referral email program. So while it’s great to use automation to ensure the referral ask process happens in the first place, you still have to pay attention to how it’s performing.

**Troubleshoot different workflows.**

Test different triggers. Pay attention to what you’re hearing from clients. With a little effort, you’ll be able to find the most effective referral approach for your needs. One idea is to build in referrals as part of your sellers’ KPI. Like anything else in life if you want to see results, you must measure it. Have your sellers set a weekly referral goal and report on it like other sales KPIs.

**Make Referrals a Part of Your Playbook**

The easiest way to ask for referrals is to make it part of your sales process. The referral process could even be a cadence that is predefined as a set play within your sales process and customer journey. When looking at the engagement an Account Executive has with an account after the completion of on boarding, implementation or post-sale.

Sales organizations can empower their account executives to continue developing their relationship with the customer and can include a series of prescribed touch points within a referral cadence to do this.

Your call now folks

Contributed by

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NEO TECH set to Launch PPE Kits and Protective Gear for Frontline Warriors

With the Covid-19 pandemic making its presence felt globally, the frontline workers are diligently performing their duties towards the society. Being synonymous with product innovation since their inception and with the vision of contributing to the society, the Donear Group - Donear, GRADOby GBTL (GBTL was formerly known as GRASIM) and OCM - have ventured into manufacturing fabrics, garments and protective gear using NEO TECH® Technology, under their ranges - CARETEX, PROTEX and SHIELDTEX respectively offering PPE Kits, Masks, and healthcare apparels.

To quickly cater to the evolving need for Healthcare products, the group has invested in ‘heat seam sealing’ taping machines and has started producing PPE kits. These kits have been certified by renowned laboratories and agencies including SITRA and DRDO.

Comfort Factor
Understanding the need of the Healthcare segment and due pain points, the group has also developed specialized fabrics with Anti-microbial and Blood repellent finish. These fabrics are made with NEO TECH® Technology and especially for PPE coveralls. One of the USPs of these coveralls are that they are reusable. Another USP is the comfort factor for wearer, which is why the fabric is made with a breathable water-proof chemical.

With the primary aim of providing high quality, utilitarian, ready-to-wear products and catering to an array of industries such as Healthcare, Aviation, Defence, Banking, Police, NGOs, municipal workers, security agencies, Government bodies, etc. These products shield the frontline workers from viruses and bacterium, upholding the tenets of health, hygiene and comfort which are the need of the hour. These reusable coveralls will further help curb the challenges of waste management considerably.

These anti-bacterial fabrics have received wide acclaim from multiple industries, such as the major State Police Departments and Government bodies amongst others. These fabrics are also being appreciated by people who commute daily (commuter suits), as aprons in Salons/clinics – anywhere where a human touch could be involved.

Unique Technology
NEO TECH® is a unique technology developed by the Donear Group companies, a culmination of extensive efforts in research and development, done with the intention of bringing a paradigm shift in the Indian Textile industry. In the wake of COVID-19, a team of industry stalwarts, illustrious chemical suppliers and technological institutions was formed, with the aim of developing fabrics that are high quality, utilitarian and have a shield against bacteria and viruses alike. Apart from other technologies such as moisture management, anti-odour, cool max and much more.

The product basket of CARETEX, PROTEX and SHIELDTEX comprise of PPE Kits, masks, and healthcare apparels and details are as follows-

**PPE Kits comprise of:**
- Anti-microbial Reusable Coveralls customised for being waterproof and stain repellent
- Disposable Coveralls (non-woven poly propylene fibre) which are dust-proof, fluid and blood resistant
- 3-Ply Face Masks
- Nitrile Gloves
- Shoe covers
- Face Shields
- Goggles and much more

**Specifically for masks, they are available as -**
- Anti-Microbial Reusable Mask made of 100% cotton fabrics, which are fluid repellent, odourless, anti-fungal in nature
- Disposable 3 ply non-woven masks, made out of ultra-fine fibre which is fluid resistant in nature

Pioneering in innovation, these brands have extended their product range by bringing in Anti-viral and Anti-microbial Reusable and Disposable healthcare apparels –
- Reusable apparels constitute of scrubs, lab-coats, caps, aprons and Gowns made of Poly cotton & Poly Viscose and 100% Polyester with fluid repellent finish
- Disposable category comprises of caps, shoe covers and aprons.

Apart from the range above, the NEO TECH Research & Development laboratory is constantly working on new products and innovations which will be rolled out in due course of time.

Rahul Agarwal, Director, Donear said, “While the country is grappling with the Covid-19 pandemic and the front line warriors are taking the centre stage, it’s our responsibility to contribute and protect them. In doing so, we have successfully extended our product offerings for NABL certified NEO TECH® range of protective gear inclusive of PPE kits, masks and apparels for healthcare, police, defence, municipal workers amongst others. We endeavour to provide our civilians and frontline warriors with the best quality protective gear while keeping them safe and sound and meet the evolving needs of tomorrow.”
The current unprecedented global health crises have disrupted supply chains and shaken the way enterprises work. Enterprises are still in the midst of evaluating and re-engineering their supply chain practices not only to meet the current crises but more as a long-term measure of how to effectively handle such situations in the future.

The sourcing and procurement teams are playing a very key role in defining specific actions to be taken to mitigate risks but importantly create a long term and fool proof measure of delivering sustainable business. This includes aspects of advanced insights into degrees of impact across categories of materials and services, insights on alternative supplier channels as well as significantly bringing down manual interventions in the process via automation. When done well, Industry benchmarks indicate a savings potential of over 3 to 4 percent of their overall external spends which is a significant contribution to their bottom line. A large part of this savings will be led by technologies such as machine learning, robotic process automation, cognitive intelligence, chatbots and supplier portals.

**Benefits of Source to Pay Automation:**

**Enhanced Visibility**

Every transaction in the source to pay cycle is so much more than just expenditure. It is an avenue to obtain real-time accurate data that can help in identifying and reducing risks and costs and deliver significant process improvements leading to greater profitability. With source to pay automation, enterprises can track every procurement transaction and deliver insights on potential leakages as well as impact analysis. An automated system also provides end to end visibility between invoices, POs and goods receipt documents enabling enterprises to take informed cash flow decisions.

Better Supply Chain Management

Source to Pay automation makes it easier to track vendor data such as terms and conditions, current and potential discounts and overall performance. Vendors promising opportunity for long term benefits can then be prioritized over underperforming vendors.

**Improved Compliance & Fraud Reduction**

Automation reduces human error, invisible spend, fraud and sub-standard supply chain management. It also allows enterprises to generate accurate financial reporting documents with a detailed audit trail for each transaction. Automation eliminates situations of likely frauds by identifying patterns and proactively highlighting anomalies to the right stakeholders.

According to a McKinsey report, almost 60 percent of source to pay processes have the potential to be fully or largely and significant automation potential not only in transactional activities, such as order and invoice processing, but also in sourcing’s strategic elements, such as vendor selection and management. Now, several emerging technologies, including robotic process automation (RPA), machine learning, and artificial-intelligence have the potential to significantly transform the Source-to-Pay function.

**Automation solutions that enterprises are actively looking to invest in include:**

**Robotic Process Automation**

RPA speeds up process cycle times by automating repetitive tasks and freeing up source-to-pay professionals to engage in other value-added tasks. RPA has the capability to help enterprises integrate their existing systems, eliminating
Unlike RPA, Machine Learning can automate tasks that involve complex rules and require some form of pattern recognition. Machine learning can be used for tasks that traditionally require some level of human judgment, such as the assignment of transactions to formal spend categories. With machine learning, enterprises can match vendor capabilities to meet demand, recommend the most favourable terms, track efficiencies and highlight aspects of non-compliance. Machine learning can also classify vendors by performance and throw out the most suited vendor based on specific requirements.

**Natural Language Processing**

NLP technologies process textual data and provide a convenient way for purchasers to document requirements without resorting to structured lists or drop-downs. In procurement, NLP may assist in organizing many types of unstructured information. As the source-to-pay function moves from a transactional function to more tactical and strategic in nature, it becomes essential to forego the existing siloed approach filled with redundancies. Source to Pay automation involves efficient management of processes from analysing spend to strategic sourcing and contract management.

**Spend Analytics**

This is perhaps one of the most critical areas to automate in any enterprises. Understanding where the monies are going in the form of detailed spend data and providing insights to reduce spends will be a huge area of focus for enterprises. The full benefits of an effective spend analysis could however be hampered by fragmented legacy systems that provide incomplete or inaccurate data. With an adept spend analytics solution enterprises can analyse patterns of spend and compliance. An in-depth spend-analysis can effectively monitor the supplier base, reduce the maverick spend (purchases outside agreed contracts) and match pricing across buying centres.

**Pharmaceutical Giant slashes expenditure and enhances visibility with Spend Analytics**

A major pharmaceutical company needed to organize its fragmented source-to-pay processes for a clear view of spend across different categories. With the utilization of a comprehensive spend analytics solution the enterprise was able to:

- Improve refresh frequency from quarterly to monthly
- Cut reporting cycle from 30 to 8 days
- Reduce spend by 50% by identifying non-compliant suppliers

**Strategic Sourcing**

Strategic sourcing is a procurement process that connects data collection, spend analysis, market research, negotiation, and contracting and is among the top priorities for procurement and supply chain. It has the capability to deliver the needed cost reductions that can substantially improve the bottom line. However, there are some challenges in adopting and realizing value from strategic sourcing.

- Inability to derive analysis of current spend and selecting sourcing projects accordingly
- Inefficient management of expectations between executive and sourcing team for performance on a specific sourcing project
- Absence of mechanism to document and share best practices

Enterprises should combine sourcing automation technology, process and change-management in order to successfully implement strategic sourcing. Strategic sourcing automation when done right can provide valuable recommendations on improving sourcing and contracting processes and methodologies. Automation can help in supplier identification, effective evaluation of RFx, supplier selection and contract management.

**Leading Industrial Equipment Manufacturer utilizes strategic sourcing analysis**

A renowned manufacturer of industrial equipment with business operations spread across the globe was facing issues in visibility into their spending and wanted to develop a robust strategic sourcing analysis capability across categories. With a strategic sourcing automation solution, the enterprise was able to achieve a single view of all its procurement activities and a significant reduction in sourcing cycle time.

**Vendor Scorecard**

A vendor management scorecard can help enterprises measure the performance and effectiveness of their supplier base. An effective vendor ranking solution helps minimize subjectivity in assessing suppliers,
facilitates better communication with vendors and provides overall control of the vendor base.

Machine learning could help in forecasting vendor performance by evaluating areas like risk, pricing, delivery, quality and service. ML algorithms can consider factors such as price stability, price accuracy, billing, compliance with purchase order, contract, etc to evaluate vendors and improve the quality and timeliness of delivery of items.

**Contract Management**

Manual contract review can significantly slow down the contract management process in the source-to-pay cycle. Generally, contract management involves the ERP system collecting and storing contracts from various sources across the organization (emails, scanned paper documents, SharePoint, etc.) and populating them in the Source-to-Pay system.

An RPA bot can review these contracts, compare them against standard templates, and point out nonstandard terms and conditions. The bot can then send a summary to the reviewer for use in supplier negotiation.

Effective source-to-pay automation solutions can empower procurement teams with actionable insights and maximize compliance while reducing the process cycle time; enabling enterprises to meet their procurement objectives, thereby significantly impacting organization's bottom-line performance. It is recommended to reconsider the source to pay strategy in the light of the current crises to quickly determine actions to be taken to reduce risks, costs and create a more predictable supply chain.

Srividya Kannan is Founder, Director, Avaali Solutions Pvt Ltd.

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**Top Things to keep in mind when buying a CCTV Security System**

After a break-in or vandalism at home or at work, you may be prompted to install a capable smart video CCTV system. Regardless of the reason, you are looking for one thing, and that is safety. With advancements in technology over the years, it is no longer safe to just rely on heavy doors and locked UPVC windows.

A complete CCTV system primarily comprises installation gear, camera and a storage device. Anyone looking to purchase a security video system tends to look for clear image quality within a particular price bracket. However, here are the top things you must keep an eye out for while purchasing a CCTV security and monitoring system:

**Know the purpose**

It's important to understand what you are purchasing a CCTV security system for. For example, a camera with 2 mega-pixel (MP) HD picture quality works the best in domestic CCTV security systems within a range of 20 to 25 metres. A higher range (5 MP and 8 MP) is essential for a CCTV system installed outdoors.

**Understand the camera**

There are basically two types of cameras: HD cameras are used for domestic purposes while IP (networking) cameras are mostly installed in factories and enterprise settings. These CCTV cameras are further categorised into Wired vs Wireless. Wired cameras are connected to the digital video recorder (DVR) through a cable, whereas, Wireless (or Wi-Fi) cameras are simply connected to consumer smartphone via an app and information is stored within the device on an SD card. Cameras with inbuilt audio-recording and night vision are also popular options as they can capture high-quality video even in pitch-dark conditions.

**Do not neglect 'storage'**

Collecting video footage is the singular most crucial duty of a CCTV camera, it is also one of the most critical points of failure in many implementations. And reasons for that are many, but the most common ones are 1) inadequate storage capacity as a result your important old data can't be retrieved because it is overwritten by the new data and 2) lost connection between your camera and the backend because you didn't have storage on your camera. Both of these can be easily fixed. First of all you must buy a surveillance-grade storage device that is high capacity, high performance and high endurance such as WD Purple Surveillance Hard Disk Drive, which is build ground-up for CCTV or smart videos. Secondly, most cameras come with slot for microSD cards and a few with a slot for SD cards. There are various capacity options available up to 512GB from WD Purple Surveillance microSD and SD cards that one can choose from.

Always buy from certified CCTV camera providers

Before ordering an installation, be sure to reach out to reputable and certified CCTV camera providers. Reputed system providers offer after-sales services in addition to the company warranty. This is either included with the cost of installing the CCTV system or is charged separately. Shifting cameras for a better angle, relocation, wiring problems, or even forgetting the app password are some of the likely implementations. And reasons for that scenarios when you might have to reach out to your CCTV camera provider and not to forget cleaning of your CCTV camera.

Conclusion - Budget should not compromise purpose

CCTV systems have considerably evolved over the years. Image quality is a key consideration while buying a smart video system, however, the greater the resolution the higher the storage capacity required for recording the video.
The entire world is facing one of the greatest crises ever in the history of humankind – the COVID-19 pandemic. It did not take this virus much time to crash the global economy and bring it to its worst. In our country alone, the total confirmed cases have crossed the 70,000 mark and the pandemic seems to be riding a scary exponential curve.

Risers Accelerator is actively working on the idea of nurturing and funding those startups that have emerged during this time of crisis as a solution to the direct and indirect issues that have been caused by the COVID-19 pandemic. They have announced to provide a funding of up to Rs 2 crores to such innovative startups. They are also conducting digital meetings to hear the pitches and decide on the companies for funding. Few such companies that have really stood out include Mylocal99, AskExperts and LaunchMyDrug among others.

Risers Accelerator has opened its doors to all those organizations that are working towards reducing the suffering of the people. It is welcoming startups that are supporting the healthcare fraternity with their innovative ideas; companies that are helping the MSMEs and other small businesses in managing income shortages when the whole economy has been brought to a halt; and companies that are supporting jobless people to manage with fund shortages.

Apps the Saviour

For instance, video conferencing apps have really emerged as a saviour for many businesses and institutions, as they are able to conduct webinars, online classes and remote meetings to keep things going. According to a report by App Annie, the video conferencing apps were downloaded 62 million times between March 14 and March 21 – in just one week! There are many such examples where startups have come up with these kinds of novel solutions.

“We are hoping to attract and help as many people as we can through these start-ups that have emerged during this crucial time to help others. These are very difficult times that we are facing and the people who have stepped forward to help others should not be alone in this. Currently, we are hearing in a lot of innovative ideas and pitches and we’re engaged in selecting the most promising ones for funding and mentoring,” said Mr. Pravin Khandelwal, Partner, Risers Accelerator.

The need of the hour is to create an infrastructure that can help us ward-off the negative impact of COVID-19 on our economy and help people survive. Empowering innovative startups wouldn’t just help solve problems that people are facing, but it would also give a boost to the economic engine as well – not to mention the thousands of job opportunities that would be generated as a by-product.

Empowering innovative startups

According to a survey, the Indian startup landscape lost 50% of its funding by the month of March, as the investors have become stingy and wary regarding investing money in the startups. In the light of this data, the initiative by Risers Accelerator to empower startups becomes even more important, because our economy needs some sort of stimulus and the people need solutions to their problems. The scientists, engineers and doctors are collaborating worldwide to come up with a vaccine, but even if we go by the most generous estimates, it would still take 6 to 12 months to develop a viable cure. Given the scenario, the country cannot afford to sit and wait – there is an urgent need to come up with solutions that might help us manoeuvre around the problem and restart our economy somehow.

FarEye Extends Support to MSMEs during COVID – 19

FarEye, India’s leading predictive logistics platform is helping SMEs and MSMEs by equipping them with its delivery optimization software FarEyeServe at zero cost. With ‘FarEye Serve’, small businesses can increase coverage and deliveries by intelligent routing, provide contactless deliveries, onboard temporary staff immediately and provide a smartphone app for drivers to ensure real-time communication with customers.

FarEye’s predictive logistics is helping MSMEs reduce costs, thereby turning vehicles into delivery management systems. It is the need of the hour for these small companies to ensure that they are prepared to deal with this crisis and at the same time keep costs down. The technology will help them in scaling their delivery operations, making grocery, sanitizers, medicines, food available to all.

“The technology is helping MSMEs to efficiently move goods from farms, distribution centers, retail stores to end consumers & hospitals and people in need of essential commodities. The technology will further support them in scaling their delivery operations, making grocery, sanitizers, medicines, food available to all. “There are about 63 million micro industries, 0.33 million small, and about 5,000 medium enterprises in the country; all playing a crucial role towards building a self-reliant India. In these trying times, we hope to empower and support this crucial sector so that they can maintain business continuity and improve process efficiency, which in turn would bridge last mile connectivity and enable the economy to get back on track.” - said Kushal Nahata, CEO and Co-founder, FarEye.

www.smeworld.asia
Founded in 2017, Omni channel Fashion Brand Architecture startup Zashed Fashiontech is helping the exporters and manufactures to use their capacity and expertise while building their own brand.

In 2015, entrepreneur Mithun Bhardwaj realized that the heterogeneity of the Indian Consumer is India's biggest strength and still brands lack the meaningfulness consumer's desire. All the international brands are consumed and manufactured in the Indian market but the retail margins were enjoyed by the global brands and realizing the huge potential of the e-commerce, which in recent years has gained much momentum among the customers, Mithun started this venture to help Exporters to use the same amplitude to build a mystic brand of the same standard at a much lower price.

Mithun is an entrepreneur with an uncanny determination to succeed. He exorts a demanding a change in fashion industry with a keen and purposeful gait, exudes the cool-casual, yet energized vibe of a man at the helm of a company that's using e-commerce to conquer the fashion industry. It’s a quality that not only resonates in his personality but also in the brands he builds.

Wave of Change

Mithun Bhardwaj’s earlier days travelling around the globe brought in a wave of change in terms of fashion around him and through the world which made his business sense, tingle.

Zashed's turned profitable from the word go. And as for the future, Mithun has ambitious plans for Zashed. “We intend to expand into different fashion ventures as a conglomerate which brings together all the new-age labels under one roof by launching Zashed App.

Zashed Fashiontech truly symbolises forward-thinking embracing the new uncertainty and challenging the old boundaries rejecting not only the tradition but also the conventional way how fashion was created thereby exploring a different path to fashion. Zashed has turned the table around by not just building a business but creating a pool of globalized Indian brands.

Building Mystic Brand

However, the Indian consumer being unaware of the fact that the international brand which they go all gaga over and are ready to spend good amount of money on are actually manufactured in Indian manufacturing unit itself through these exporters, and after adding a lot of markup they come back to their wardrobes. Now using the same capacity, capability, fabrics, machines and team; Zashed's one of its kind business models helps these exporters to use the same amplitude to build a mystic brand of the same standard at a much lower price.

Zashed works on an asset light model which gives these exporters a long-term edge. As millennial and GenZ shoppers' wield powerful spending powers and their influence over brands opens a plethora for the new-age labels. They are more fascinated to invest in a luxury brand.

Zashed focuses on creating a set of Digilux brand wherein luxury is not a guilty pleasure anymore. Zashed works on personalization it creates a collection where luxury is the ultimate retail therapy without burning a hole in the pocket.

Firstly, the R&D is done to make sure the value of money product and to keep that product ahead in the market. All these collections and designs are done in house and manufactured at these export houses and then retailed. It's an online to offline model wherein initially the Capex is invested. The exporters have the advantage to create these brands without any backend manufacturing and pressure of the price competition.

Zashed business model is inspired by Make in India and Digital India campaign to build domestic brands which can be recognized globally in the fashion arena.

India is the fastest-growing ecommerce
market. This growth trajectory has been propelled by increased internet penetration. The comparable increase in online purchases and transactions has resulted in businesses to move on to the e-commerce platforms. With limited time at hand, their preference for convenience is foremost; this need of the hour has led several new domestic labels to join the fray. But the key now is how they can sustain in the market in the long run, given the highly competitive environment.

While domestic labels are running with the herd in the market places they are also following under the burden of discount and price point and are sacrificing their retail profit margin and quality of the product. Zashed identifies the core strength of the brand and leverage it to ensure maximum customer satisfaction as a means to build long-term competitive advantage. Zashed build new brands on the back of the Internet – a place where consumers can easily buy goods and customers can be reached without any cost involved. Whilst iconic established players are weighed down by brick-and-mortar and supply-chain infrastructure, these new-age brands are ruling the market by their aesthetically pleasing collection. Zashed is here to change the perception of the omni-channel market by giving the consumers a seamless and integrated shopping experience from the first touch point to the last. Zashed takes the brand into the D2C market while offering the customer an artistic collection.

Competing and Complementing

The culture at Zashed is not like a typical startup but more like a reality show where everybody is competing with and complementing each other because they want to come out strong as an individual both personally and professionally. It is the survival of the fittest. There is a lot of dynamism which starts in the morning and has no specified end time.

Without the boundaries of a cube, Zashed's working space is structured in a way that everyone, even the more approachable. Coworkers at Zashed are more like a family they don't want to get away from and also enemies that they want to beat. In this Fashion Conglomerated Company, each individual is valued and inclined with the vision of the company. With all the employees working in the same space, everyone is motivated to create wonders. Each team member has a feeling of being more accountable because of the increased visibility, but they also can feel free from being boxed inside a cubicle and to seek help or advice from others. In this kind of environment, employees have fun while being productive which creates healthy morale and a proud team. Office lunches, parties, and goal-oriented meetings are more like a creative group of friends sitting for a mug of beer at a bar listening to live music while sharing intellectual ideas. Zashed has created an environment where employees feel more dedicated to joining a purpose and are encouraged to share their fresh ideas.

New-age Brands

The people at Zashed curate each brand with a lot of passion. At Zashed, people are inspired by how meticulously the finest things are made in the world. The tallest building Burj Khalifa was not just planned, designed and structured, it's a result of an unending vision to create something spectacular and out of the box or else it would have been just another brick steel and concrete structure.

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Finin - Future of Banking, India's first Direct consumer Digitized Bank eases the customer money management, investment, savings account through digital mode using advanced AI driven technology and payment programmed designed by YAP. They are India's first Direct Customer Digitized Bank. In other words, it's a perfect Neo-Bank with their own Debit Card which is at par with any other credit cards. No other fintech has come up with a customer oriented fully digitized Bank in India. They even have RBI approvals towards cash transactions.

The Indian fintech landscape has undergone various changes over the past decade. The behaviour of banking is heavily influenced by the customers' changing expectations and behaviours. Most of the areas that have seen transformations are customer convenience, transparency, pricing and customer service. The Indian Fintech landscape saw an upheaval, especially in the past 5 years. Events such as demonetization pushed India from a cash-dependent country towards digital payments. Apps such as PayTM, Mobikwik and subsequently, Google Pay and PhonePe started leading the pack.

However, this led to people having a lot of debt very early and going into a credit crunch. Furthermore, while there are over 2000 fintech players in the market today and increasing, they focus on catering to niche market segments. Looking at this, there was an opportunity to delve deeper into the behaviours, attitudes, lifestyle factors as well as tech-savviness of users to get a nuanced understanding to build better offerings. These were some of the factors that gave birth to Finin, a savings-first consumer bank that helps users to Manage, Save and Invest their money in a simpler and smarter way.

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Finin wants to help customers manage their money in a more efficient manner. Based on your spending habits, Finin provides monthly budget recommendations so you can get a wholesome view of how much of your money is being spent, and how much can you save. Furthermore, this feature also provides a granular level of categorization where customers can observe their spending behaviour, and manage their finances better. While the world is currently undergoing a terrible crisis, which has impacted the way people are spending drastically, Finin maps this spending pattern and provides budget recommendations that fit the situation. This way, the customer
The idea of saving for something big like a car or a smartphone or even for a Euro trip can seem impossible, especially if you are someone who lives from paycheck to paycheck. How can you save for a goal, without having to control your living expenses drastically? It is hard, and Finin recognises that.

Increase your savings automatically

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Whatever the goal may be, customers can easily save for it using Finin’s Goal-based savings. When they create a goal, Finin provides a special feature called round off transactions which cuts a small amount of money during a specific spend and moves that to the goal. This way, customers can reach their goals with ease without having to feel the pinch of putting aside a lump sum every month.

Finin is preparing its customers to always have surplus funds with them so that they are prepared for any sudden expenditure such as medical emergencies or lockdowns like the ones we are currently facing. Finin uses the round off transaction feature to push 3% of every expense towards an emergency fund. This fund while being treated like a goal, will not have a set limit, so that customers can keep building towards this goal automatically.

AI-powered customer service

One of the areas that banks and other fintech companies are struggling with is customer service. There could be a lag in fixing issues or human errors that would take longer, both of which cause some amount of dissatisfaction among customers.

As the country further extends the lockdown, customer service of any company becomes extremely important. Finin provides support 24/7 so that customers can resolve any query they may have at any given point without having to adhere to customer support timings. With instant chat, customers can enter their queries which will be answered by AI-powered systems. Moreover, the answers will be personalized to cater to your financial needs and wants.

There’s a lot that needs to be dealt with during such times of uncertainty. Moreover, no one has been able to predict how the entire pandemic is going to unfold. However, one thing is for certain, the behavioural patterns of users, with respect to banking, will change by leaps and bounds and adoption of digital banking will scale to new heights as the world comes out of the lockdown. The need for a digital footprint to spend, save and manage your finances is vital, and this is what Finin is providing with its offerings.

Suman Gandhan, Founder & CEO, Finin - The Future of Banking, believes that everyone deserves a simpler, low-stress relationship with their money. His mission is to make Customers in India feel more comfortable talking about, managing and transacting with their money. He comes with a perfect neo banking solution for the people regarding secured transactions, effective money management process, and so on.

Event Planning in India is Back

With a well-planned strategy, the Group has built up a prosperous reputation and carved a place of pride globally. “Events are the slides which live in our mind forever. Pictures, cuisine, interior and service are the things which win the souls when you visit astonishing places in a gathering,” says Mridul Singhal, CEO and Founder of Trishla Group Of Companies. Since its inception in 2013, TGC is known for giving most high-grade parties, birthday celebrations, meetings, engagement to marriage functions.

Striking Environment

Mridul Singhhal’s TGC team specializes in providing extraordinary time to their clients who wish to organise events at their place. They are known for giving the best service in this business. With their stunning preparation, they are able to provide a striking environment which raises the excitement level of attendees before and after the event. TGC team has organized many extraordinary events, placing them in one of India’s best event management company, and now they are heading towards other countries too.

“We, at TGC, work with passion and we aim to make every celebration the most memorable time for our clients.” says Mridul Singhal. “The relentless work has made them a trustworthy event management and wedding planner company in India.” TGC is working into many fields like events, studios, security management, tent house, catering services, Digital Marketing, Production, consultancy, Real estate associates, tour and travels, Import and export, trading and many other things. TGC is a team of champions which are giving outstanding work in various fields.
The whole world is now in the clutches of the Frankenstein's Monster – CORONA. Every house in our country has become an extension of a jail – Parappana Agrahara in Bangalore or Tihar in Delhi. For the moment, let us not count on the statistics of pains and the resultant death of precious human beings caused by the pandemic. Day by day, the evil is assuming incredible proportions and the resultant loss of human lives is beyond any calculations. You can wage a war against an enemy and it is natural that thousands of people die due to it. However, in the present situation, we are fighting against an invisible enemy and nobody knows when it attacks them. “Stay home, Stay safe” is a clarion call given by our prime minister as a remedy to control Corona. The senior citizens of the country are overwhelmingly worried about the future generation. Old Age homes numbering more than hundreds have been left deserted in Europe.

Even though the monster has inflicted untold misery on the entire universe, it has unfolded certain mysteries. The people in India, of course, are enjoying it. The river Yamuna that was inundated with pollutants is now flowing with water as clear as crystal. The closure of industries has lent a new life to the river. Just a week back, the people of Jalandhar could not believe their own eyes seeing Dauladar Mountain in the Himalayas, which is 200 kilometers from the city of Jalandhar.

The smog in Delhi, courtesy Punjab, until recently had made the life miserable for Delhites. After the eruption of Corona, the pollution level has come down to 50% than what it was before. Even the Apex court of the county had expressed its dissatisfaction over the increasing pollution in Delhi. A video of river Vrishabavathi, which was carrying killer pollutants - industrial and non-industrial - in Bangalore, has gone viral because clean water is flowing in it now.

Gifts of Corona

The birds and animals are moving around freely when human beings suffer solitary confinement for more than a month. According to the environmental scientist Jim Zhang of Duke University, nearly ten lakh people die in China due to environmental pollution every year. The Corona deaths in China compared with environmental deaths is negligible. Corona now has freed China from pollution. The Corona might have killed 3200 people in China but it has helped to save the lives of 100,000 people is laudable. Should this be accounted for 'sins' or 'virtues' of man?

Take the example of Brussels, the capital of Belgium, which is consistently prone to tremors. The experts were finding it extremely difficult to measure the impact on the Richter scale because of unbearable noise pollution. The suspension of all modes of transport in the city of Brussels due to Corona has prompted the experts to say, “Now, we can notice the slightest tremor. It is the gift of Corona.” The noise pollution, which was around 90 decibels, has come down to 68 decibels and even a whisper is audible from a distance, says a citizen.

In spite of reciting the mantra of Corona for a moment, let us leaf through the history of Kolar Gold Fields in Karnataka. The GOK suspended the mining operations here in 2001. By then, the flora and fauna around this gold mine had gone to dogs. Besides, the wild animals and birds there had fled the area. Now, after 19 years, thousands of deer inhabit the place. The wildlife supporters have requested the forest department the protection of deer.

Warning to Mankind

I would like to recall to the minds of people about a human blunder that caused the Chernobyl disaster, a nuclear accident that occurred on Saturday 26 April 1986, at the No. 4 nuclear reactor in the Chernobyl Nuclear Power Plant, near the city of Pripyat in the north of the Ukrainian SSR. The Chernobyl accident in 1986 was the result of a flawed reactor design that was operated with poorly trained personnel. The resulting steam explosion and fires released at least 5% of the radioactive reactor core into the

Dr. S. Balasubramanyam, PhD
environment, with the deposition of radioactive materials in many parts of Europe. It seriously affected the brown bears and snow deer who delivered cubs with deformity. Thousands of pregnant women suffered miscarriage due to radiation. The Government is still not able to furnish information about people suffering from cancer due to this accident. Even the city of Belarus, which is 29,900 kilometers away from this place, has become the victim. Sweden, Finland, Austria, Norway, Bulgaria, and Switzerland are the victims of radiation. The nearest city, Pripyat, now called a 'Ghost City' and people are scared to go near it. The brown bears, the bison, the wild boars now dwell in the place without any hint that they become the victims of radiation.

To make one point clear is that, if human beings do not wipe out the forest, the wild animals at least can live happily. Now, let us come to reality. How long the respective governments hold people under 'Lock Down'? As soon as the World becomes free from Corona, the man resumes his brutal act of raping Mother Nature. When will we learn lessons? God only knows! Corona is a simple warning to human beings. A nature scientist said, 'After corona attack, the earth is breathing but we are holding our breath.'

Why is Mother Nature so angry?

Nature and Earth are not different. Destruction of Nature means the destruction of Earth's environment. How the Earth evolved is beyond one's imagination. However, scientists say that the Earth evolved 4600 million years ago. It took 1000 million years to build an infrastructural atmosphere necessary for procreation. The man whose life span is around 100 years has exploited the Mother Earth to such an extent and for restoration of normalcy 300 years is required. Volcanic eruptions, Earthquakes, Tsunami, etc are still happening due to the fury of Mother Nature. The man should realize that he cannot conquer Mother Nature but it is the other way round. We have shared Mother Nature with one Trillion lives. These creatures were there before the evolution of man.

Mahatma Gandhi's statement deserves mention in this context, that is, "Earth provides enough to satisfy every man's needs, but not every man's greed." Simply put, the human greed has crossed all the limits. Let us take a reverse journey into the 18th century 'Industrial Revolution' in Britain. Exploration of coal reserves in the Mother Nature for energy use started from here. It is also the beginning of the first chapter of the downfall of ecology and the environment. We are adding 35000 million tons of Carbon Dioxide into the atmosphere. It was around 2000 million at that point of time. Population explosion is a major threat.

The earth took 1000 million years to create an amiable atmosphere but we have succeeded to destroy it in just 120 years. Man has become a 'Basmusura.' China alone is leaving 980 crore tons of Carbon Dioxide into the atmosphere every year. We have to reap what we have harvested.

Reckless Act of Human

Incessant dumping of all sorts of hazardous waste into the oceans has transformed the seawater into acidic and thus endangering the species. The oceans have already consumed 38,000 hundred crores of Carbon Dioxide. If this reckless act of humans does not stop, then there would not be a single living soul on this planet.

Think of the rate at which deforestation is taking place. Every year, from the beginning of the 20th century, 38,300 kilometers of the forest is deforested. The Amazon Rain Forest, which is known as the lung forest of the World, supplies twenty percent of oxygen. In the year that has gone by, 9,762 kilometers forest has been given a clean shave. It is scary to read the recent report on the World environment. Every hour is witnessing the sudden disappearance of 150 to 200 species. The root cause of this worldwide destruction is none other than a man.

Coming back to the cause of Corona, it simply questions our food system. In Wuhan, the sale of wild species mutton is rampant. Estimation is that there are 20,000 farms for breeding bats, pigs, and other wild species. The Corona virus in the body of bats and pigs has entered into the human system. The wild species have, of course, developed a natural immunity to viruses, so they are not at all affected. However, the human body is not yet tuned to develop such a natural immunity to viruses. It spreads from man to man. 'A corona-affected man can spread it to 400 people' is the statement by the experts. Due to Corona, the earth is breathing and rectifies its breathing process to normal in the course of time.

We eternally depend upon the earth for our survival. If the earth stops breathing, it is the end of life on the planet.
All-in-One Accounting Application: An Optimal Solution

In India, accounting and statutory compliance have become more complicated with the changes in the economy and tax regime. SMEs need to invest their valuable resources, time, and money to keep up with these changes, making it difficult for them to focus on their core business.

As technology is evolving, accounting is making a shift to process automation, cloud computing, digital document management, and business intelligence reporting tools.

We at HostBooks are continually working to make the entire accounting and compliance space automated yet simple. With the vision to be a leading automated business solution for every small and medium enterprise by significantly saving their cost and time in accounting, reporting, and compliances; we have put accounting expertise and cutting-edge technology together to integrate all accounting compliance solutions in one platter, empowering SMEs to overcome key accounting challenges.

HostBooks is a cloud accounting application that allows its users to manage compliance seamlessly on the go. Whether preparing accounts or filing GST returns, businesses can do it effortlessly. The best part is you don't need to be an expert or need a manual to understand the process; it's that easy to use! Our application enables SMEs in India to become self-reliant and efficient.

In a nutshell, HostBooks helps SMEs in the following ways:

- **Productivity**: Minimizes the multi-step functions with Automation and AI, thereby enhancing productivity.
- **Availability**: Simplifies the process by making it transparent, scalable, and visible; decision making becomes more relaxed & efficient. Besides, it reduces dependency and pre-requisite job specialization, making the process available all the time.
- **Reliability**: Automation helps streamline tasks.
- **Performance**: An increase in both productivity and reliability enhances performance.
- **Cost Reduction**: Process Automation helps reduce the cost of operations by 70%.

HostBooks in the SME ecosystem

1. **Delivering results as a SaaS Product**

HostBooks SaaS product is an excellent alternative to traditional software. The user no longer has to build the server, install the application, or configure it. The maintenance costs are also low.

Whether minor or major feature updates or security fixes, we continuously make improvements to our software to meet the needs of SMEs.

2. **Creating awareness about Cloud Computing**

Being a cloud-based software, HostBooks enables SMEs to securely store and access their data. As it requires no installation or investment in infrastructure, business owners can save substantial capital costs. Our software takes the backup of each
instance at regular intervals and also provides multi-zone hosting. We use secured Lambda services along with HTTPS, SSL, and TLS for secure data transfer.

Cloud computing is being increasingly used by businesses to work smarter and faster. We are also helping SME owners by spreading awareness on the positive impact of cloud through seminars, blogs, articles, emails, and webinars.

1). Simplifying Compliance via Automation

HostBooks leverages the power of automation by reducing the time spent on managing compliance. The single input feature that replaces repetitive inputs for multiple outputs is one of the key features.

HostBooks helps SMEs save time and cost by automating a whole range of repetitive tasks such as billing, invoicing, and transaction reconciliation. Besides, it also facilitates hassle-free single click tax return filing.

4). Enabling Real-time Accounting

When we wait to get our books done once a year, we tend to lose the power of being able to monetize opportunities in real-time.

Detailed charts and graphs help SMEs monitor the money flowing in and out of business. They can easily view key business performance indicators from the dashboard. Furthermore, optimal financial reports help the owners make better-informed decisions.

1). Nurturing Knowledge-sharing

Knowledge-sharing builds learning organizations by stimulating cultural change and innovation. Therefore, we at HostBooks emphasize educating the masses on how they can become self-reliant by adopting the latest technological trends.

Besides hosting webinars on topics like accounting compliance with automation, we are planning virtual courses that will help SMEs learn, grow, and improve. HostBooks has also created various tutorials videos to help businesses learn how to manage tax compliance efficiently.

HostBooks is way more than just a platform that provides an All-in-One accounting compliance solution. Here, we serve small business owners by viewingthings differently. Our software focuses on transforming SMEs into digitally empowered businesses. Accounting and digitalization together have the power to enable businesses to grow and shine surpassing expectations.

About Kapil Rana

Kapil Rana is the Founder and Chairman of HostBooks Limited, an automated All-in-One NextGen business solution. Kapil is a seasoned entrepreneur with strong business acumen and a solid background in strategic management, finance, Law and Information Technology.

He is a qualified CPA (Ireland) and Fellow Chartered Accountant (India), a first-class management and law graduate, holds a diploma in Information System Audit. A key learner, Kapil keeps rekindling the fire of knowledge. He has dedicated his life to continue pursuing more studies because he firmly believes a business is only as strong as the people behind it. He is currently pursuing his doctorate (PhD) in Business Administration from AIMA-AMU.

In addition to his dedication to being a lifelong learner, Rana manages two offices, one in India, and the other in the United States. His unique circumstances make it so that he gets to alternate between living on two different sides of the world. He switches between residing in the Silicon Valley and New Delhi.

Rana has over a decade's experience in the technology sector. He now serves as a leader who creates, develops, and implements a clearly defined and ambitious, yet achievable business strategy. Under his leadership, HostBooks has exponentially expanded its operations nationally and internationally, with 50,000+ users in India and worldwide in a very short span of time.
As a notable player in the industry, Uber India is expected to collect, store and appropriately use the data of its users via a secure platform. A large part of Uber India’s processes involves conducting background checks of the drivers it on-boards and retaining their records, which could then be provided to regulators and authorities, when needed. Turning to a trusted vendor with a wealth of experience in information management and security policies, Uber India found its answer in Canon’s document solutions, Therefore™ Online.

With user-friendly features, convenient accessibility and a handy drag-and-drop functionality, Therefore™ Online made information organisation and retrieval easier. Equipped with Optical Character Recognition (OCR), the solution helped Uber India locate reports quickly with just a simple keyword search.

Case Study: UBER India Systems Private Limited

Uber is a once-in-a-generation technology company that offers a platform to connect drivers, riders, restaurants and customers, through its various solutions including ride-hailing, food delivery, and even bicycle-sharing services. Present in 63 countries, Uber is estimated to have more than 110 million users worldwide, with Uber India making up a significant contribution to the company’s global operations.

Labour-Intensive Information Retrieval

As a notable player in the industry, Uber India is expected to collect, store and appropriately use the data of its users via a secure platform. A large part of Uber India’s processes involves conducting background checks of the drivers it on-boards and retaining their records, which could then be provided to regulators and authorities, when needed.

Uber India depended on several external vendors performing the background checks to store the records separately, and provide the detailed reports upon requests. Maintaining high volume of paperwork and large amount of sensitive information at the vendors’ repository also appeared to be risky on top of the labour-intensive task of retrieving information.

Finding the Right Solution

Inefficient and inconvenient information access prompted Uber India to look for a solution that could organise its business data on a central, secure and easy-to-use platform. It was essential for Uber India to integrate the solution into its existing cloud-based infrastructure for different departments and branches to share and retrieve information easily. Turning to a trusted vendor with a wealth of experience in information management and security policies, Uber India found its answer in Canon’s document solutions.

Information Management Made Simple

With user-friendly features, convenient accessibility and a handy drag-and-drop functionality, Therefore™ Online made information organisation and retrieval easier. Equipped with Optical Character Recognition (OCR), the solution helped Uber India locate reports quickly with just a simple keyword search.

Canon also helped to create a cloud-based folder that allowed the upload
of records to Therefore™ Online automatically by simply dropping files into the folder. The solution cut down considerable time and effort spent on storing and calling up reports, boosting productivity across the board.

**Better Integration, More Cost-Savings**

Uber India found a scalable, cost-effective and value-adding total solution with Therefore™ Online. The information management solution integrated seamlessly with Uber India’s existing cloud-based infrastructure. Instead of purchasing expensive servers, the company opted for a pay-per-use subscription that could be upgraded as and when required.

Therefore™ Online also generates real-time reports on usage workflows, providing useful data to inform and improve business processes.

**Driving Productivity with Canon**

Through the use of Therefore™ Online with a fleet of image RUNNER ADVANCE multifunction devices, Uber India has streamlined their information management processes using a single, secure platform. Documents can now be accessed in real-time and on-the-go. Shorter time spent on retrieving files have increased productivity significantly for Uber India, allowing the company to focus on more productive tasks. The implementation of Canon’s hardware and software solutions has also helped Uber India minimise operational costs.

Uber India has effectively resolved their challenges pertaining to information organisation and retrieval, proving that business truly can be simple with Canon.

Brisbhavan Vaidya, Head of Strategic Sourcing, APAC said, “We evaluated several solutions, but found them too complex to deploy, and they were unable to meet the security standards that we needed. With Therefore™ Online, the cloud-based information management solution allowed us to manage our documents more efficiently without additional expenditure on server infrastructure, greatly improving our operational workflow.”

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**Microsoft Announces Program to Accelerate Growth of Agritech Startups in India**

Microsoft announced the launch of a program for agritech startups in India that are committed to driving transformation in agriculture. The Microsoft for Agritech Startups program is designed to help startups build industry-specific solutions, scale and grow with access to deep technology, business and marketing resources.

Agritech startups in India are transforming agriculture by developing innovative digital solutions to maximize productivity, improve market linkages, increase supply chain efficiency and provide greater access to inputs for agri-businesses. In its efforts to bolster the country’s start-up ecosystem, this program offers the best-in-class tech and business enablement resources to help agritech startups innovate and scale fast.

Startups can also get access to Azure FarmBeats, which can help them focus on core value-adds instead of the undifferentiated heavy lifting of data engineering. Available on the Azure Marketplace, Azure FarmBeats enables aggregation of agricultural datasets across providers and generation of actionable insights by building AI/ML models based on fused datasets.

**Empowering Agritech Startups**

“Sustainable agricultural technology can transform the global food landscape. Agritech startup innovations are addressing some of our key challenges connected to agriculture and food production. The Microsoft for Agritech Startups program is among the early steps in our journey towards empowering these startups in India and transforming global agricultural practices,” said Sangeeta Bavi, Director, Startup Ecosystem, Microsoft India.

Spread across three tiers, the program offers a range of benefits, including tech enablement and business resources:

- **All startups:** Qualified Seed to Series C startups can boost their businesses with Azure benefits (including free credits), unlimited technical support and help with Azure Marketplace onboarding
- **Qualified Seed to Series C startups:** More enhanced benefits and targeted support to help startups grow
- **Series C startups:** More enhanced benefits and targeted support to help startups grow

• **Co-sell startups:** Startups with enterprise-ready solutions can scale quickly with joint go-to-market strategies, technical support and new sales opportunities with Microsoft’s partner ecosystem

• **Co-create solutions:** Startups that are looking to create digital agriculture solutions have the opportunity to co-build customized solutions with Azure FarmBeats without investing in deep data engineering resources. Using Azure FarmBeats, startups can acquire, aggregate and process agricultural data and rapidly develop their own AI/ML models

Bringing together startups, corporates, industry bodies, governments and venture capital firms, the program aims to create a shared platform for learning and innovation. With its strong focus on startups, advanced technology resources and a rapidly growing partner ecosystem, Microsoft is uniquely positioned to help agritech startups build solutions, scale across global markets, and grow with industry-leading partnerships.
Bata Unveils Strategic Roadmap to Bounce Back Amidst New Normal

Commitment

With a thoughtful spirit of giving and enabling communities, Bata has been active in pledging a commitment of donating one million pairs of shoes globally, out of which two lakh shoes would be donated in India to health care workers and their families combating Covid-19 with sheer courage and perseverance every day. Additionally, Bata India employees through its ‘Bata Heroes’ initiative, have been relentlessly working with Government officials and other organizations to respond to the crisis fuelled by COVID-19 with donations in areas of PPE equipment such as masks, face shields & food packets. The company has been instrumental in manufacturing and distributing face masks and face shields to employees, local communities, hospitals and local police.

Speaking on the occasion, Ashwani Windlass, Chairman, Bata India Limited added: “We have always banked on our resilience to navigate through trying times and emerge stronger. As an organization, we remain empathetic towards all our stakeholders and strongly hold on to our inherent values of putting people first, something that has always helped us make a strong comeback amidst unprecedented situations and this time too, it is no different. After grappling with severe business disruptions, we are back with safety and hygiene as our top priority. We are also recalibrating business operations with a strengthened product portfolio, a steady focus on cash conservation in the company and better online presence and services to ensure seamless shopping experiences for our consumers.”

Supporting Communities

Alberto Toni, Chief Financial Officer, Bata Group added, “At Bata, family values matter more than anything else and our endeavor to donate one million shoes across the world, with two hundred thousand being donated in India alone reflects our strong humanitarian focus and ethos. As a brand that has long been manufactured in India for decades, we realize our responsibility towards supporting employees and our communities and it is something we have always stood for. We value the trust India as a country has always placed on us and we are delighted to be able to continue making a difference towards all around us as we pace ahead to strengthen and expand our business footprints.”

Sandeep Kataria, Chief Executive Officer, Bata India Ltd. said, “It is gratifying that despite the closure of our retail outlets due to the lockdown, we were able to close the year with turnover & profit growth. We are slowly recovering with a concerted effort aimed at ensuring the highest standards of hygiene and safety for all our customers and employees. On a daily basis, we are ensuring a 20 point safety checklist is followed by all our store associates. Our added emphasis on contactless payments, e-invoices and contactless delivery mechanisms further reiterate our strong adherence to safety protocols. As we roll out our new, relevant collections and scale up our digital presence, we have launched new and innovative channels like WhatsApp shopping that allows customers to remotely interact & shop from their neighborhood store managers, thereby delivering the best of shopping experiences. From a business perspective, we are continuously evaluating ways to scale up cost efficiencies as we continue to track and study demand patterns on a week-on-week basis. While the pandemic will have an impact on consumer behavior and demand, we believe brands such as Bata that are strong trust marks will come out stronger, although the road to recovery will be a slow and long one.”

Bata India, India’s leading footwear brand is all set to revive, revitalize and thrive amidst the new normal. After declaring positive results for the last quarter of FY20, the company, known for its innate resilience of navigating through world wars and the financial crises, has been prompt to respond to the serious business disruption. The footwear major has curated new collections relevant for consumers in these times - the Work from Home collection, Easy Wash footwear and Fitness at Home collection, all starting at surprisingly affordable prices.

With a strong manufacturing legacy rooted in India since 1931, Bata India has stood strong in its commitment to manufacture for India across its four key manufacturing units, all of which have today grown significantly over time. With consumer centricity deeply embedded in its DNA, the company has been cognizant of recent consumer sentiments, including apprehensions to step out, cautious spending patterns and an increasing emphasis on e-commerce. In tandem with these market trends, Bata India is ensuring home delivery of shoes from 900 plus stores, besides bolstering its presence across online marketplaces. The brand also remains unflinching in its commitment to ensure the highest standards of safety and health of all its employees and customers. With about half of its stores operational for limited hours and a few days in a week, the brand is adhering to stringent norms of social distancing across its stores, besides implementing frequent sanitization measures and hygiene checks coupled with contactless payments in the collective interest of its customers, employees and the society at large.
Supported by IIT Delhi and AIIMS for the front line warriors

DESMANIA LAUNCHES FIRST EVER FULL FACE MASK – AARMR

The Covid Times came crashing without any prior intimation. There was very little time to respond to the sudden lockdown that happened within a spur of the moment. Such situations are rare, but this was unprecedented!! To counter this pandemic, the design team at Desmania, with mentoring from founders and senior design managers, came out with a plethora of ideas, ranging from PPE, sanitisation, e-com products, low-cost ventilators, etc. Our belief was further endorsed on the infinite and multi-dimensional nature of design.

AARMR, the Full Face Mask, is the most innovative catch of the hackathon was taken up to evolve into a prized product. A simple, affordable mask that has 3 times efficacy of the normal mask. Firstly, it covers the entire face so there is no risk of touching your eyes, nose or mouth. Secondly, it stands on the sustainability tenet of being re-usable and durable. It provides clear vision to the wearer because of the low refractive index of acrylic. This is the most innovative mask for the common man as well as for the front line warriors like doctors, policemen, delivery boys, etc.

Design Philosophy

“AARMR is being tested with the doctors, work force, delivery boys and has also been tried with the police force. They have all loved the product and are pushing for early deployment. The design evolution is continuous and so is the refinement to design. Desmania plans to ramp up the production by the end of June, 2020 to meet the massive requirements from across the globe” said Anuj Prasad, Co-founder & CEO of Desmania.

The design philosophy behind this mask is a thoughtful integration of Goggles, Face Shield and N95 Mask. The result is a true innovation that can reach the masses and be a first shield of protection in the covid times. Design solves the problem of fogging and heavy breathing, through innovative features.

There is an inherent modularity developed in the product. This helps in customizing the mask for different user segments with unique needs. The modular design also helps in creating a width along the price points, in order to make them affordable.

Another problem, which the designers addressed through this design is the sustainability aspect of masks. In the present scenario, all the masks are disposable and are creating huge challenges for waste management and recycling. AARMR, the Full Face Mask is durable! It can be washed or sanitized with soap water and can be used for life. The filter in most of the product categories is also washable and has a permutations of Nano, Surgical and N95.

“We, at Desmania, are designers who live their life in the elixir of creations, product design essentially, but everything between a jar and car! With 25 glorious years of success behind us and being among the top 3 design companies, this sudden blow could not deter us. Rather it gave us an opportunity to catalyse our creative juices. So, even before the Lockdown 1.0 was announced, we had a meeting with the core team, and reaction to Covid was a mindful response: to start an internal Hackathon to protect our frontline workers!

“How can design be the saviour to this catastrophe? Here was an opportunity to switch-on our design thinking brains, with an agility of an antelope, and start churning ideas. It was overwhelming to get some real crazy and out of the box ideation, covering a large band of products. We shortlisted a few that could be developed in-house and rest were published on social media as open-source Ideation. After all, as designers we have to shoulder the social responsibility and this was the perfect time to share our creative minds” adds Prasad.

The real challenge was to be agile in highly restricted lockdown conditions. The work had to be done with several constraints of resources, materials and infra. The self-motivated team from Desmania could make it happen.

The Challenge

“The development journey of AARMR masks has been very exciting for us. On 24th March 2020, the first lockdown was announced in India and on 26th March we as a company decided to contribute in the fight against this Global Pandemic. On 6th April we were ready with our prototype of AARMR masks. Amidst lockdown, using only in-house resources, a team of 3 people converted a vague idea into a usable prototype in just two weeks. At the outset, we knew that the journey will not be easy and we have to fail many times to succeed. The only way to steer through this was to set the right process and be agile on actions. We are now setting up a global sales network for these masks and we are moving to our second phase of ramping up the production. This is a true example of agile thought, agile prototyping and agile launch! Our evolved design thinking and doing practice has helped us in this” said Saurabh Singh, Associate Director, Desmania.

In the series of innovations for quality medical care at affordable prices, Desmania has at least 5 more products lined up that will contribute in a big way to covid protection, for doctors, health workers and the large generic work force.

About Desmania

Desmania was co-founded by Anuj Prasad and Sandhya Raman in 1993, as a multi-disciplinary design studio. With a legacy of over 25 years, Desmania has grown into one of the most celebrated design companies in India through its impactful work for the industry. It has won several accolades & recognition from the industry and has been voted as the Best Industrial Design Studio in the country, multiple times. Desmania, with a total team size of 50 people, has built up an integrated design excellence centre to provide holistic design solutions to its clients. The primary area of services includes, strategic design, industrial design and automotive design.

In-house, there is a talented team of Designers & Engineers, supported by highly skilled modellers to convert concepts into physical entity. The Excellence Centre also houses a large Clay Studio, to build 1:1 Clay models of cars, bikes and trucks. The workshop facilities are equipped with CNC machines, 3D Printers and Paint Booth.

A recent addition to its unique bouquet of services is Desmania Innovation Labs. This is one of its kind lab, which has prime objective to solve problems of people and environment through innovative products, conceived and developed in-house. The products are patented by Desmania and offered to the industry. Desmania works with the Corporate, SMEs and the Craft Sector. Its core competency lies in providing 360 degree solutions to its clients that lead to business success.

On 24th March 2020, the first lockdown was announced in India and on 26th March we as a company decided to contribute in the fight against this Global Pandemic.
Bay81, a Digital Interactive Solutions company specialized in -

- Corporate Movies
- Web Development
- Training Modules
- Product Videos/Tutorials
- Motion Graphics
- Holographic
- Content Development
- Projection Mapping
- 2D-3D Character Animation
- Product Modelling and much more....

We do this by bridging the communication, process, skill, or functional gaps keeping your business from achieving expected results. Our methods engage people’s heads and hearts – because you need both to get the job done.