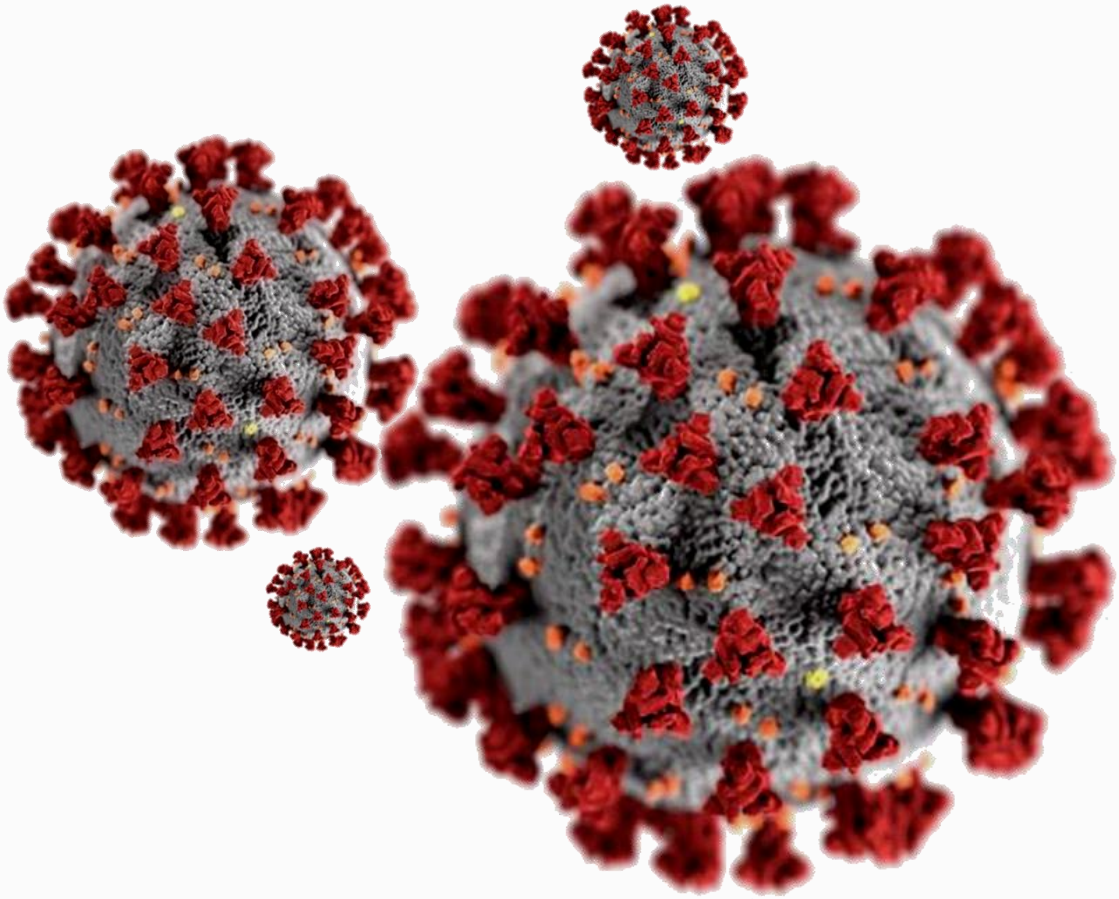


ASSOCHAM

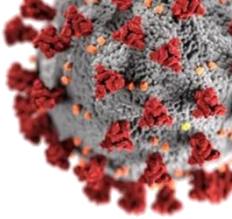
Celebrating 100 Years

Business Continuity Measures

April 7, 2020

Knowledge Partner

PRIMUS PARTNERS



Business Continuity Measures

The Government should consider a phased reopening to ensure that full economic activity is restored without losing the gains made during the current lockdown. Business activity should resume at the earliest, to avoid further financial distress. It would not be easy, but essential for the economic sustainability of the country.

- All states should ensure that quarantine centers and medical facilities are ramped up, to manage any unforeseen spike in cases
- Hotspots of infection should continue to be in lockdown till the situation remedies. Rapid testing should be conducted periodically to track progress
- Providing the permissions to resume by businesses should be left to the State Governments and in the case of large cities to the Corporations. This would help enable local permissions to be given with safeguards and enhance monitoring of requisite precautions being followed
- While the industry is keen to restart operations at the earliest, it would have to take on the responsibility of managing the safety of its staff
  - All necessary precautions suggested by the Government would be needed to ensure that further spread of the contagion does not take place, including supplying the staff with personal protective equipment
  - Regulated movement and transport for workers and service providers should also be managed to ensure seamless operations
- Work from home should continue for all corporate offices, professional services where it is feasible, with the exception of certain essential critical staff
- Prioritizing the opening of industries supporting the essential services would help engage the labour that did not migrate to villages and help businesses sustain the cost of salaries as operations resume
  - Workmen living at the factories or construction or infra development sites should be allowed to work, to avoid uncontainable movement from the area where they are presently located at the place of work to other areas
  - Where possible, SME's should be allowed to house the required work force with social distancing norms followed, to ensure business activity can resume
- Given the sudden peak in demand when businesses open post lockdown, migrant labour should be encouraged to pick up work based on their skill-set

Business Continuity Measures

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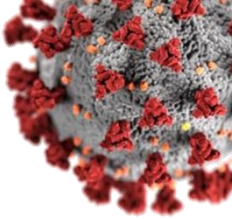
- To support the small businesses and the usual way of life for the populace, all small traders and kiryana stores, markets should be made operational, with social distancing norms and COVID compliance conditions specified by the government
- On the social front, schools and education institutes should remain shut and there should be enhanced focus on leveraging online learning. At the same time special arrangements should be made to conduct exams
- While interstate movement of goods should be permitted to maintain supply chains, mobility of people should still be restricted. Such restriction should continue till the number of cases subsides and there is assurance that there would not be an explosion of number of new cases
- All activities which can result in large gatherings must continue to be withheld and allowed only when the situation improves
- International travel should not resume for some more time, as India can't risk cases being brought from other countries
- The global scramble for essential medicines, medical equipment and safety gear to deal with Covid-19 outbreak underscores an urgent need to make India self-sufficient in the entire healthcare chain, including crucial medical devices
  - While India has already established itself as a global supplier of generic pharmaceuticals, the gaps in key raw material like API must be filled in and the R&D in the sector must increase several fold

About ASSOCHAM



ASSOCHAM initiated its endeavour of value creation for Indian industry in 1920. Having in its fold more than 250 Chambers and Trade Associations, and serving more than 4,50,000 members from all over India. It has witnessed upswings as well as upheavals of Indian Economy, and contributed significantly by playing a catalytic role in shaping up the Trade, Commerce and Industrial environment of the country.

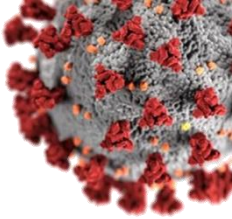
Our legacy has helped build a strong foundation for future endeavors wherein we serve as the Knowledge Chamber for the industry and become the conduit between them and the Government to foster development of a New India. Seen as a proactive and forward looking institution, ASSOCHAM is fully equipped to meet the aspirations of Corporate India in the new world of business.

ASSOCHAM has emerged as the fountainhead of Knowledge for Indian industry, which is all set to redefine the dynamics of growth and development in the technology driven cyber age of 'Knowledge Based Economy'. We aim to empower Indian enterprise by inculcating knowledge that will be the catalyst of growth in the technology-driven global market and helps them upscale, align and emerge as formidable player in respective business segments.

Aligned with the vision of creating a New India, ASSOCHAM works as a conduit between the industry and the Government. ASSOCHAM is seen as a forceful, proactive, forward looking institution equipping itself to meet the aspirations of corporate India in the new world of business. ASSOCHAM is working towards creating a conducive environment of India business to compete globally.

As a representative of Corporate India, ASSOCHAM articulates the genuine, legitimate needs and interests of its members. Its mission is to impact the policy and legislative environment so as to foster balanced economic, industrial and social development.

ASSOCHAM derives its strength from its Promoter Chambers and other Industry/Regional Chambers/Associations spread all over the country.



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