

Congress puts Centre on spot with rail fare offer

A political tug-of-war erupted over charging of fare by the Railways from homebound migrant workers with the Congress offering to pay for it amid a counter from the BJP that the Centre and states were bearing the travel charge even as Bihar announced its contribution to help the distressed people.

Amid reports that migrant workers were being charged for the home journey, Congress president Sonia Gandhi set the ball rolling saying when the government could spend Rs 100 crore to ferry people for a Gujarat event (Trump reception) and the Railways donate Rs 151 crore to PM-CARES, "why can't these essential members of our nation's fabric be given a fraction of the same courtesy, especially free rail travel, at this hour of acute distress".

This was followed by Congress treasurer Ahmed Patel directing party state units to mobilise funds and its general secretary KC

Venugopal asking Pradesh Congress Committees to work with state chief secretaries and the Railways and pay for the travel cost.

As Karnataka state unit took the lead, many party leaders hailed the move with former Union Minister P Chidambaram terming Sonia's decision as "historic" and one that "puts the government of India to shame".

On its part, the Centre said it did not talk about charging anything from migrant workers since the Railways was bearing 85 per cent of the transportation cost and state governments paying the rest.

Health Ministry spokesperson Lav Aggarwal said based on the request from states for particular cases, permission was granted to run special trains. The process started under which a limited number of stranded migrant labourers had been transported.

Yet on the social media, people put out an order that stipulates states to collect fares from workers on completion of journey, while some flashed a photo of a ticket with fare on it. As Rahul Gandhi joined issue, BJP spokesperson Sambit Patra responded with the Home Ministry guidelines saying state governments could pay for the ticket, just as MP was, since it was the responsibility of states to clear the price for 1,200 tickets given by the Railways for each special train.

Toyota Kirloskar Motor commissions a unique 'Dealer Operations Restart Guideline'

Udaipur: As we find new ways to navigate the impact of COVID 19 on lives and businesses, Toyota Kirloskar Motor today, curated a unique 'Dealer Operations Restart Guideline' to educate and empower its dealer partners about the importance and adherence to good safety & hygiene practices, so as to secure all stakeholders from health hazards. Safety is one of Toyota's key priorities and it resonates in the way the company has been undertaking to safeguard its employees and other stakeholders. Keeping this in mind and soon after introducing a comprehensive 'Restart Manual' as a guide for industries to follow post the lockdown withdrawal, TKM has now introduced a detailed guideline to kick start its dealer operations. The unique 'Dealer Operations Restart Guideline' aims at instilling confidence in the existing and prospective customers about the safety and hygiene initiatives introduced at Toyota dealer outlets, across the country. Given the fact that the withdrawal of the lockdown does not in anyway mean the pandemic is over and adherence to good safety & hygiene practices is the only key to keeping the virus at bay, the recovery phase will require unprecedented levels of caution. In this situation, TKM's 'Restart Guideline' comes in as an all-inclusive reference document highlighting the effective measures that can help in setting the foundation for sustainable growth as business operations resumes to near normalcy after the lockdown is over. TKM's 'Dealer Operations Restart Guideline' suggests Toyota Dealerships about the ways in which they can deal with the current situation, simultaneously encouraging them to follow the norms of the local administration in their respective region. Sharing his thoughts on this unique initiative, Mr. Naveen Soni, Senior Vice President, Sales and Service, Toyota Kirloskar Motor said, "There is no doubt that besides affecting the health and safety of people across the globe, the COVID-19 outbreak has brought the world economy to a standstill. In uncertain times like these, it is paramount to lead the change and strive to thrive during this period of transformation, ensuring the safety and wellbeing of our stakeholders and simultaneously safeguarding business continuity. In this backdrop, we have come up with this unique 'Dealer Operations Restart Guideline' benefitting not just our dealer partners and their staff but also our loyal customers. In the current environment, it goes without saying that in addition to closely monitoring the situation, it is imperative to introduce SOPs encouraging employees to address customer needs effectively post COVID-19, which will bring inevitable changes along with it. Let us work together as One Team One Goal with greater speed and agility."

Giving utmost importance to safety, the 'Dealer Operations Restart Guideline' charts out directives for TKM's dealer network shedding light on the safety protocols for the respective facilities and staff along with recommendations for customer interface during sales and after sales services. The manual focuses on three key areas which include: Facility and Staff: Maintaining hygiene at customer touchpoints and sanitization of the inside and outside of the dealership premises with minimized usage of air conditioners. Additionally, TKM has also taken steps to maintain social distancing at workplace, recommended usage of face masks and sanitizers, regular thermal checking and formation of a COVID Task Force to address safety concerns and boost morale of the staff. It further educates the dealer staff to address customer queries following the new norms.

Sales: The company's sales services will also witness a change. Employees are being directed to maintain transparency while communicating with customers and provide video or photo evidence of safety measures followed at the dealership, wherever required. There will be thermal checking and sanitization points set-up at all the entry and exit points, workstations and the premises of the dealerships. Face masks will be made available with all staff, and avoiding exchange of physical documents will be practiced as much as possible. Product demonstration will also see a change as a whole new disinfection process will be implemented before every demo, to assure customer safety.

HDFC Bank, A.R. Rahman & Prasoon Joshi present #HumHaarNahiMaanenge

A musical tribute to the nation fighting COVID-19

Udaipur: HDFC Bank today released #HumHaarNahiMaanenge (we will not give up), a collaborative song of hope. The single is a tribute to the indomitable spirit of India and millions of Indians who are standing together to fight the COVID-19 pandemic.

The song is composed by Oscar and Grammy Award-winning musician A.R. Rahman, and the lyrics are penned by noted lyricist and poet, Prasoon Joshi. The track also brings together an ensemble of musicians from all over India. The featured artists include renowned names such as Clinton Cerejo, Mohit Chauhan, Harshdeep Kaur,

Mika Singh, Jonita Gandhi, Neeti Mohan, Javed Ali, Sid Sriram, Shruti Haasan, Shashaa Tirupati, Khatija Rahman and Abhay Jodhpurkar. India's premier percussionist Sivamani, sitarist Asad Khan and bass prodigy Mohini Dey are also part of this esteemed project.

The song was conceptualized as a clarion call to spread hope, positivity and motivation. The powerful, emotional track reminds people that we are in this together and we will get through it together. The song brings to fore the many moments of kindness, hope, support, courage and care that are shining through in these challenging circumstances.

Through this track, HDFC Bank wants to show its solidarity and support to the nation



by encouraging more and more people to donate to PM-CARES Fund. Every donation makes a difference and the bank appeals to one and all to contribute. It will also contribute Rs 500/- each time the song is shared via social media as this small action will have a multiplier effect on the amount

that is being contributed towards the PM-CARES Fund from HDFC Bank. Earlier this month, HDFC Group contributed Rs 150 crore towards the PM-CARES Fund.

"As a socially responsible corporate citizen we want to do the best that we can for our nation," said Ravi Santhanam,

Chief Marketing Officer, HDFC Bank. "Music is universal; it lifts the spirit and soothes the soul. Through this tribute we want to touch the heart of every person in the country and let them know that they are not alone. Together, we will emerge stronger. Right now, every contribution, bolsters the nation's effort to fight the pandemic. We salute the undying spirit of our countrymen and reiterate our commitment to help and support to defeat COVID-19."

"This song has brought all of us together for a noble cause and we hope it inspires the nation to come together too. Kudos to HDFC Bank for committing to donate to the PM CARES Fund for every share of this music video," said com-

poser A.R. Rahman.

"It's always great to collaborate with A.R. Rahman. We have created several memorable pieces of work. And I am glad that HDFC Bank is partnering us in these unprecedented times.

Though this is not the most ideal of circumstances for creativity but as artists we have to break through adversity and catch the finger of hope. My poem is centred around the thought of the un-putdownable spirit of us humans. We have much to learn, but together we will surmount the odds, we won't give up," said lyricist Prasoon Joshi.

Together with HDFC Bank, this campaign has been conceptualised and executed by their creative agency partner Kinnect and digital media firm Qyuki.

LUXURY BRANDS CATER TO A NICHE AUDIENCE



COVID-19 has globally led the businesses and industries throughout the globe in massive chaos, there has been the grave economic impact of coronavirus across the sectors from tourism to airline; from entertainment to education. Marketers across industries are trying

to redesign their business models and the luxury industry is no exception. To understand the challenges and ways forward, PHD Chamber of Commerce and Industries, conducted an interactive session on 'Leading through Covid - 19 Outbreak, Reshaping the Luxury Lifestyle Industry' with Dr. Lalit Khaitan, Chairman, and Managing Director, Radico Khaitan, Mr. Rajesh Jain, Managing Director and CEO, Lacoste India, Ms. Rajashree Rao, Head- Partnerships and Ecosystem (APAC) for R2 Data Labs, Ms. Megha Malagatti, Business Development Director, ISC Region, Loreal on 29th April 2020.

The session witnessed a participation of more than 100 industry players and senior members of PHD Chamber.

Dr. Lalit Khaitan, Chairman, and Management Director, Radico Khaitan, appreciated the efforts PHD Chamber of Commerce and Industry to organize such an interactive session on such an indispensable topic in these pivotal times and said that global luxury market is 1.4 trillion dollars which is 50% of India's GDP and which is being led by the USA. India is growing in the luxury market at a pace of 20-25% per annum. In 2019, the Indian luxury was 40 Billion Dollars which is expected to

go up to 180 Billion Dollars by 2022. But, after COVID-19 the situation will change.

Deliberating the participant and other delegates on the outline of the reshaping of the luxury brands, Dr. Lalit Khaitan, discussed the revenue buy which happened in China after the lockdown was open. He also expressed that airlines, travel, entertainment have been hard hit by the pandemic. But industries like fashion, textiles, and others will go online via e-commerce portals so cater to its audience.

Luxury brands cater to a niche audience, which was the maharaja audience in ancient times, said Dr. Lalit Khaitan.

Mr. Rajesh Jain, Managing Director, and CEO, Lacoste India thanked PHD Chamber for organizing such an informative webinar in these crucial times. He highlighted that the current scenario is a global pandemic and due to which it is tough to predict the future and we can't do any long-term planning as well.

In my opinion, the habits of people due to this pandemic won't change. Its would-be short-term changes, but in the long run, the people will come back to the same lifestyle. With e-commerce entered India is a big way, the preference of people to buy has changed but somewhere people still go for physical shopping.

Mr. Rajesh Jain said We have to ensure that we follow all the guidelines given by the government for social distancing, sanitization, and others. The other thing to be looked at is the daily business which is essential for running the business.

Ms. Rajashree Rao, Head- Partnerships and Ecosystem (APAC) for R2 Data Labs thanked PHD Chamber for the session. She deliberated on the usage and importance of technology in the retail industry.

The mall culture will be going to reduce. Now is the time, that we need to cater to the need of the customers, and e-commerce is going to thrive and how to evolve ourselves post this lockdown is important, said Ms. Rajashree Rao.

Ms. Megha Malagatti, Business Development Director, ISC

Region, Loreal was thankful to PHD Chamber for organizing such a thought-provoking webinar. She highlighted that luxury has been existing in the world for such a long time. There is always an audience that wants to feel special, exclusive and part of a cult with is aspirational and different from others and this norm will continue in the future.

She gave a brief about the history of luxury brands and their commercialization globally. Looking at the present times, Ms. Megha Malagatti said that the brands which are resilient, strong, belong to a section group of audience, needs of their working people, and have financial support.

Ms. Megha Malagatti discussed the difference between fashion and luxury. We imbibe in ourselves the nation of sustainability, social responsibility, high quality, and which is passed from generations because of the quality and the price attached to it.

Mr. Pradeep Multani, Vice President, PHD Chamber gave a warm welcome to all the esteemed delegates, and participants said while COVID-19 has given a tough time to the economy it has even given a hard time to the luxury brands.

Mr. Saket Dalmia, Chairman Retail Committee, PHD Chamber, gave a warm welcome to all the delegates and participants.

Mr. Pradeep Aggarwal, CO-Chairman Retail Committee, PHD Chamber gave a warm welcome to all the speakers and participants. He shared the industry perspective of the luxury brands in India.

Mr. Saurabh Sanyal, Secretary General, PHD Chamber of Industry and Commerce gave a formal vote of thanks to all the speakers and participants

The webinar was supported by Radio Khaitan and Coca Cola. The webinar was moderated by Dr. Yogesh Srivastav, Principal Director, PHD Chamber, and was attended by many senior PHD members and industry stalwarts.

More take workouts indoors as Garmin tracks a 40 percent increase

With the current pandemic situation resulting in activity restrictions, staying healthy and fit has become a challenge. These sudden changes have brought about drastic lifestyle transformations, making it difficult to get into a routine. More than ever, it is critical for us to exercise regularly to boost our immunity.

With gyms, fitness centers and clubs closed, meditation and exercising at home have become the newfound routine for fitness enthusiasts across the nation. According to Garmin Connect data, from January to March 2020, the activity count for outdoor activities had an overall drop of 15.5 percent, with activity count for golf, hiking trail running and running decreasing by 87.6 percent, 34.9 percent, 29.2 percent and 18.8 percent respectively.

In comparison, indoor activities such as floor climbing, yoga, Pilates and indoor cardio workouts showed an overall increase of 38.5 percent in the same period. With travel and activity restrictions implemented from March 2020, overall outdoor activity count from January '20 till 21 April '2020 dropped by 71.2 percent while indoor activity count increased by 40.2 percent in the same period.

In light of the lifestyle changes, it is crucial to keep a consistent check on one's physiological data to actively monitor physical health and wellbeing.

World Health Organization's "Clinical management of severe acute respiratory infection

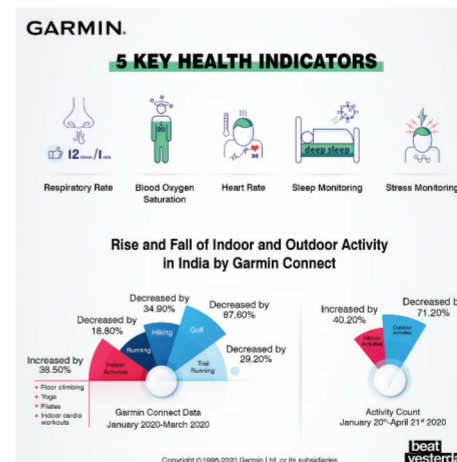
(SARI) when COVID-19 disease is suspected" Interim Guidance spotlights the importance of health monitoring data; one of the clinical syndromes is severe pneumonia where the patient may experience fever or suspected respiratory infection, plus respiratory rate of more than 30 breaths/min; severe respiratory distress; or SpO2 of less than 93 percent on room air.

Garmin smartwatches enable users to track their physiological data, providing daily insights to their health status. Garmin India has identified five key health indicators to enable Garmin users to track and manage their health profile. Users should refer to data from their Garmin smartwatch with the five health indicators to identify any changes rather than depending solely on own assumptions to determine their own health status.

Garmin's Five Health Indicators

• Heart Rate: The heart is the pilot of all body activities. The health status can be effectively monitored by analyzing your heart rates. It is generally believed that when the body temperature rises abnormally, the heart rate will increase; likewise, when the body temperature drops, the heart rate and strength of heart contractions will decrease accordingly.

Those with a higher resting heart rate can indicate a higher risk of getting cardiovascular diseases. By doing regular exercises, the body's sympathetic nervous activity decreases, which will lower the resting heart rate, improv-



ing the heart function and resulting in a more flexible neuromodulation.

• Respiratory Rate: Respiratory rate plays a critical role. The normal respiratory rate of a healthy adult is 12 - 20 breaths per minute (brpm). A low respiratory rate is a general indication of good health. Even while exercising, the respiratory rate of those with better physical fitness levels tend to be lower.

• Blood Oxygen Saturation: Blood oxygen saturation is closely related to lung health. Blood oxygen saturation (SpO2) refers to the concentration of oxygen in human blood, which is the key index to measure health. The ideal SpO2 level should be between 95 - 100 percent. A

figure lower than 90 percent is considered too low, however, the figure may vary with individual physical differences. For instance, some people may feel discomfort at high altitudes because of the decrease in Spo2 levels

• Sleep Monitoring: Your immunity is the first line of defense against viruses. Quality sleep is the key to maintaining healthy body functions. When people go to sleep, they experience several cycles of rapid eye movement and non-rapid eye movement.

• Stress Monitoring: The tenser a situation is, the more we will need to stabilize our physical and mental states. When we are caught up in highly stressful situations over long periods of time, our physical and mental health can get affected from coping with the stress and these responses could be destructive to our health over time.

Garmin's stress detection function uses Heart Rate Variability (HRV) to estimate the body's stress levels.

Training, physical activities, sleeping conditions, mental state and other daily activities will affect your stress levels. Garmin's stress monitoring function measures stress levels from 0 to 100; 0-25 suggests a low stress level, 26-50 suggests a moderate stress level and 51-75 and 76-100 indicates high and extremely high stress levels respectively.

This function will enable you to monitor your daily stress levels.

STRYDER RECOGNIZED WITH 'THE ICONIC BRANDS OF INDIA' AWARD

New Delhi: Country's fastest growing bicycle brand Stryder has been bestowed with Iconic Brands of India Award 2020.

Stryder owned by Stryder Cycle Private Limited (SCPL), a wholly owned subsidiary of TATA International Limited, today has carved a niche in the manufacture and marketing of bicycles in the Indian domestic and export market. The brand is known for its innovative products covering the entire customer spectrum.

Commenting on this achievement Mr. Rahul Gupta, Business Head, SCPL said, "It is the amalgamation of our consistent quality, eternal passion, team effort and constant R&D to offer superior products that we have been acknowledged for in what we are doing. We hope to take the growth baton forward and continue to set higher standards by bringing innovative and best quality cycles to our consumers."

The 3rd Edition of the Iconic Brands of India showcased successful brand stories and outlined the DNA of the legendary brands, taking a deep dive into what has made them stand out and what they are doing as an ongoing process to live up to their iconic status. The exceptional growth stories of these homegrown brands mark them out as icons truly worthy of emulation.