



# Supporting India's Fight Against COVID-19

WRITE TO US  
[covid19helpline@assocham.com](mailto:covid19helpline@assocham.com)

# *“Extraordinary situations demand smart thinking.”*

*We at ASSOCHAM stand together with the nation in its fight against Coronavirus. Apart from voicing the concern of the businesses and economy to the government we have also been proactively implementing smart digital solutions to keep the workflow going and to minimise the impact on trade & industry.*

# Glimpses of our proactive efforts

WEBINAR ON  
**MANAGING LOCKDOWN ANXIETY**  
April 1 | 11 AM

WE ARE IN THIS TOGETHER!

WEBINAR ON  
**MANAGING WORK AND HOME DURING COVID 19**  
April 2 | 11 AM

ASSOCHAM  
Celebrating 100 Years

**SPEAKERS**

Webinar on Awareness and  
afeguard from Fake News,  
Fake Covid 19 Websites & Apps  
that could steal your data

Dr. Lomvish Chaudhary,  
Chairman ASSOCHAM  
IT/ITES & eCommerce  
Council

Dr. Kamika Seth  
Renowned Cyberlaw  
Expert & Founder,  
Seth Associates Law  
Firm

Shri Shivnath Thakra  
Director, Public Policy  
WhatsApp/ Facebook

LEARNING PARTNER  
CORE CONSULTING

Date: Saturday, April 4, 2020  
Time: 03:00 pm-04:00 pm

ASSOCHAM  
Celebrating 100 Years

**Webinar on Telemedicine**  
Breaking Down Barriers for Care Delivery  
during COVID-19  
April 7 | 3 PM

ASSOCHAM  
Celebrating 100 Years

Co-hosted by  
eBUSINESS

Initiatives taken by  
Government of Haryana  
to combat COVID-19

Online Interaction with Dushyant Chautala,  
Deputy Chief Minister, Government of Haryana

Friday, 10 April 2020  
Starting 3 PM

ASSOCHAM  
Celebrating 100 Years

WEBINAR ON  
**IMPACT OF COVID-19 ON THE  
COAL SECTOR**  
April 13 | 3 PM

ASSOCHAM  
Celebrating 100 Years

WEBINAR ON  
**ASSISTING MSMEs AND REVIVING  
GROWTH AFTER COVID-19**  
April 11 | 2:30 PM

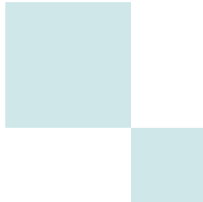
ASSOCHAM  
Celebrating 100 Years

Webinar on  
**Dealing with Industry Issues  
in the wake of COVID-19**  
April 10 | 11 AM

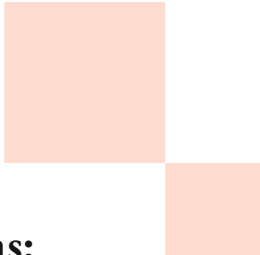
ASSOCHAM  
Celebrating 100 Years

WEBINAR ON  
**VALUATION AND  
FUNDING OPPORTUNITIES  
FOR STARTUPS DURING  
COVID-19**  
April 14 | 12 PM





*“Reaching out to our wide base of over 450,000 members through Conference Call/ Video Conference/ Webinar working in close co-ordination with central and state governments.”*



Besides, ASSOCHAM has also implemented various measures such as:

- Work from home
- Using interactive digital media to connect with employees and stakeholders
- Disseminating information through social media



# *At the forefront*

## Efforts by ASSOCHAM Members to alleviate India's distress



*Dry ration provided to distressed families at Asansol, West Bengal by India Power Corporation*



*Donation of Rs 21 lacs to DC Sirmaur, Himachal Pradesh for COVID Relief Fund by Tirupati Group*



*Coal India distributed 12,000 free ration packets to unprivileged and needy people in different parts of Kolkata during lockdown*



*MCL, a Coal India Subsidiary donated 500-bed COVID Hospital to Government of Odisha.*



*ASSOCHAM Gujarat Council and MD, Savvy Group distributed ration kits in Ahmedabad*



ASSOCHAM Jharkhand State Artificial Intelligence Development Council distributed 100 N95 masks & 100 Aprons to healthcare officials.



Swiss Parenterals Limited donated Rs 51 lacs to Gujarat Chief Minister's Relief Fund.



ASSOCHAM Jharkhand State Skill Development Council and Head-Adani Foundation undertook various relief work and distributed upto 1 lac masks and 100 aprons. Three community kitchens are also being run that are serving more than 2,000 people daily



ASSOCHAM Jharkhand State Education Development Council and director, Shobhit University has developed a 100-bed quarantine facility in KSV Ayurved Medical College & Hospital, Gangoh for district administration.



*ASSOCHAM in partnership with Semco Care distributed 10,000 face masks to frontline workers at various locations in Chandigarh, Delhi and Patiala.*



PGIMER, Chandigarh

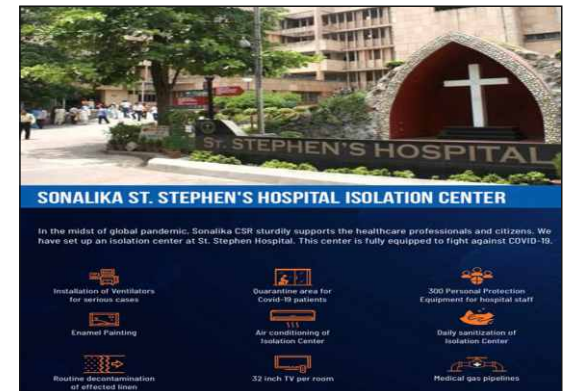


*SAVVY GROUP supported by distribution of Ration Kit to needy people in Ahmedabad*



## Corporates pitch-in for India's fight against COVID-19:

- ASSOCHAM in partnership with SCOTT-EDIL distributed 5,000 Hand Sanitizers to frontline workers including traffic policemen, sanitary workers and healthcare staff in Chandigarh.
- Sonalika International Tractors Limited distributed 12,000 kg pulses, 12,500 food kits in Hoshiarpur, Punjab and 300 food kits in Kala AMB in Himachal Pradesh; Provided tractor & tanker with sprayer machines to district authorities to regularly sanitize Hoshiarpur colonies; Set up a 15-bed isolation ward and distributed 10,000 masks & 365 litres sanitizer at Narad Multispecialty Hospital, Hoshiarpur; Provided 300 PPE kits and helped set up an isolation centre of 25 beds at Delhi's St. Stephen's Hospital

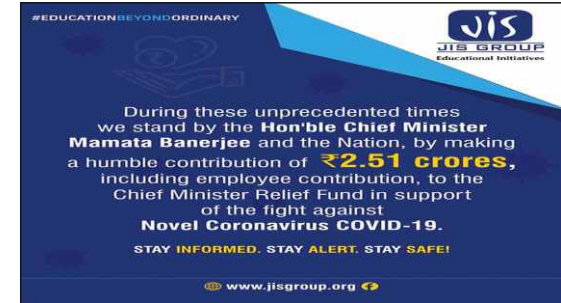




Allengers distributed dry rations to 200 families for three weeks in Chandigarh and carry out similar generous acts pan-India.



ICFAI Group, Dehradun donated Rs 1 crore each to PM-CARES Fund and Telengana Chief Minister's Relief Fund.



Mr Taranjit Singh (JIS Group), co-chairman, ASSOCHAM Eastern Region Development Council donated Rs 2.51 crore to West Bengal Chief Minister's Relief Fund.



Kishan Singh Hospital in district Palwal, Haryana offered to convert into special Facility for COVID-19 patients for public use.



SMC Global Securities donated Rs 51 lacs to PM-CARES Fund.

# Leadership's View



*The time to take action is right now; we need implementation on a war footing if we are to save the Indian economy from tanking.*

**Dr. Niranjan Hiranandani**  
President, ASSOCHAM

## *Measures to revive industry suggested by ASSOCHAM*

- ⦿ Have requested for RBI to Reduce the reverse Repo Rate to 1% or less
- ⦿ Suspend NCLT operations for at least 6 months,
- ⦿ Need for a 50 per cent reduction in the GST for the next six months
- ⦿ Provisions of stringent circle rate etc. discouraging the growth in real estate should be done away with
- ⦿ In the event of partial lifting of lockdown remaining labour at sites should be allowed to get into work mode
- ⦿ Both the RBI and the government are expected to jointly work on a model that infuses more liquidity, especially for sectors like NBFCs, automobile, housing and real estate.
- ⦿ Government has use the new bonhomie between President Trump and Modi Ji to to take care of issue of denial of H1B visas for Indian professionals

## *ASSOCHAM's suggestions taken into consideration and implemented by the Government:*

- ◉ Extension of a 90-day moratorium on all statutory filings and a 90-day extension from all statutory payments.
- ◉ Leveraging existing food stocks of Food Corporation of India to meet the demand of people below the poverty line, at nominal prices using Fair Price Shops.
- ◉ Concessional working capital loan to MSMEs equivalent to 1-3 month's average turnover of last year.
- ◉ IBC framework suspended for 6-12 months.
- ◉ Filing of declaration and payment of taxes under the Direct Tax extended till 30 June '20.
- ◉ Cash support of INR 3000-5000 per month for the most stressed sections of in metros & cities with population over 10 lakhs.
- ◉ Distribution in controlled manner of essential items like food grains, milk, vegetables etc.
- ◉ Establishment of a dedicated pan India helpline number.
- ◉ Seamless transportation of essentials from warehouses to mills.
- ◉ Utilising the funds collected for welfare of building and construction workers.



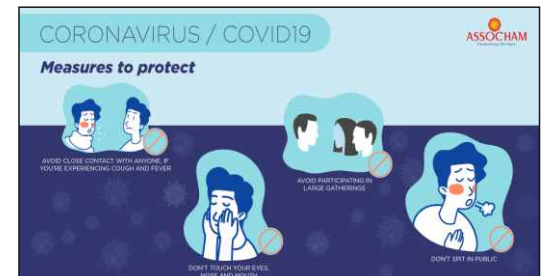
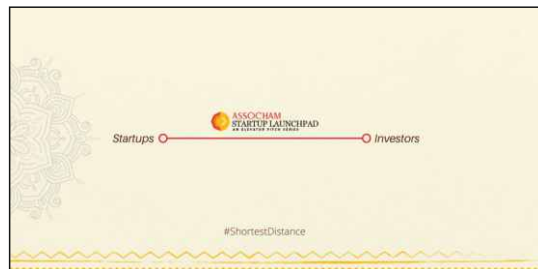
# *Together We Will*



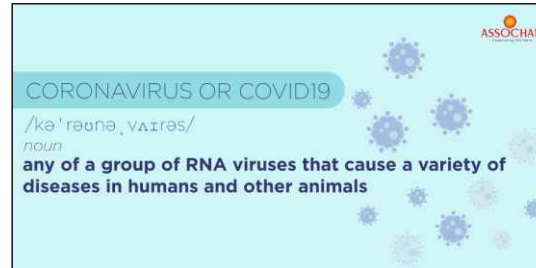
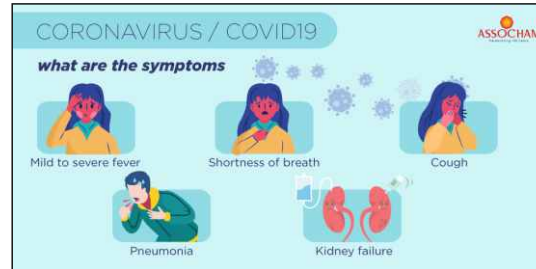
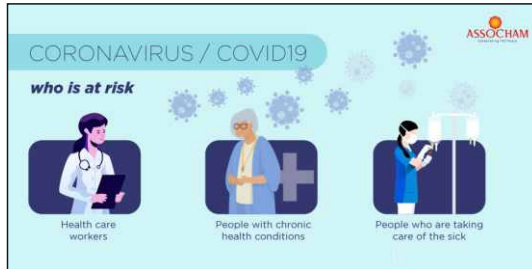
*We in the ASSOCHAM will actively  
give the ground level feedback  
about the impact of the Covid-19  
virus to the Economic Response Task Force  
constituted under the leadership of  
Finance Minister Mrs Nirmala Sitharaman*

Deepak Sood  
Secretary General, ASSOCHAM

# ASSOCHAM on Social Media



# ASSOCHAM on Social Media



ASSOCHAM #StayHome  
@ASSOCHAMIndia

The city that never sleeps will wake up again,  
🇮🇳 will wake up again!

The calmness of Marine Drive or the rush hour at  
Bandra, we all are missing our favourite spots in the  
city.

Thank you @MumbaiPolice, for safeguarding them  
24/7.

#CoronaWarriorsIndia @PIBMumbai @mybmc

CP Mumbai Police @CPMumbaiPolice - 17h  
These empty streets are not Mumbai - the hustle and bustle of the city is what  
makes it what it is. And we all shall bring it back. Soon.  
Till then, stay home, stay safe, and help us in #StayingOnCorona



ASSOCHAM #StayHome  
@ASSOCHAMIndia

Helping those, who are fighting the battle for us!

#ASSOCHAM, in partnership with @semcoinfatech,  
distributed over 10,000 protective masks to frontline  
workers, sanitary workers and hospital staff.

The drive was carried out in Delhi, Gurugram and  
Chandigarh.

#DISeThankYou



Ministry of Health #StayHome #StaySafe and 9 others

ASSOCHAM #StayHome  
@ASSOCHAMIndia

Some wear gloves, mask and stethoscope!

The real life heroes, who are protecting us from  
#COVID19 pandemic.

#ASSOCHAM thanks you for your valuable time and  
life-altering efforts for the people of India.

#IndiaFightsCorona #CoronaWarriorsIndia @NITIayog

United Nations in India @UNIndia - 5h

Not all superheroes wear caps.  
Some volunteer their time to support the govt of India's call for the nation to  
stand together & fight the #COVID19 pandemic - as #CoronaWarriors!

We thank them all. #IndiaFightsCorona

@MinPW\_INDIA @mugovindia @HADMinty @UNV\_India @PR\_india



ASSOCHAM #StayHome  
@ASSOCHAMIndia

#ASSOCHAM in association with SCOTT-EDIL,  
distributed 5,000 sanitisers through 'Serve Humanity  
Serve God Care Charitable Trust' to nurses, doctors,  
police and several others working in villages near  
#Chandigarh & #Mohali.



Ministry of Health #StayHome #StaySafe and 7 others

ASSOCHAM #StayHome  
@ASSOCHAMIndia

ये जंग जीत के दिखाएंगे! 🇮🇳

#ASSOCHAM partnered with its patron member  
@AELS\_Official for providing food packets at  
@SIHDELHI for nation's frontline heroes fighting the  
battle for us everyday.

1,000 meals will be delivered everyday, for a week.

#IndiaFightsCorona #StayHome



Ministry of Health #StayHome #StaySafe and 9 others

ASSOCHAM #StayHome  
@ASSOCHAMIndia

ऊंचे हवाई, ऊंची उड़ान 🇮🇳

@allianceair is keeping the ground running and  
ensuring that while the nation is in a  
#21DaysLockdown, there is no shortage of essentials  
for citizens across the country. #IndiaFightsCorona  
#StayHome

@MoCA\_Gol



ASSOCHAM #StayHome  
@ASSOCHAMIndia

बेटा घर पर रह नहीं तो पुलिस आ जाएगी!

@DelhiPolice is ensuring that peace and harmony  
prevail on the roads of the city as Delhiites observe the  
#21DaysLockdown.

#ASSOCHAM is truly grateful for your service.

@DCPSEastDelhi



ASSOCHAM #StayHome  
@ASSOCHAMIndia

Like other things, business as usual has become  
unusual!

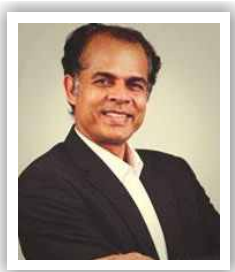
Join #ASSOCHAM President @N\_Hiranandani in a  
webinar on dealing with industry issues in the wake of  
#COVID19.

📅: April 10  
🕒: 11 AM  
🔗: bit.ly/3c5wdB

Open for all members!







**Cmdr Navneet Bali**  
Co-chair ASSOCHAM Healthcare  
Council and Regional Director  
Northern Region Narayana Health

The ongoing battle against the Corona virus has entered the decisive phase now, the coming two weeks and thereafter the way we return to normalcy would be critical in the control of the spread. As we grapple with the discovery of a new vaccination for the virus and innovative and effective testing techniques - the delivery of healthcare will make a paradigm shift in the short run. How the future unfolds only time would tell and the long run prediction is hard to make at this juncture. As history has shown humanity will eventually overcome this tragedy too, but we hope we are able to keep the human lives lost to the bare minimum.



**Mrs Upasana Arora**  
Co-chair ASSOCHAM Healthcare  
Council and Chairperson  
Yashoda Super Speciality Hospital

Covid 19 is a disaster and the only way to save this world is following social distancing and reaching out to healthcare professionals on time. Human life is the most precious thing which must be preserved at all costs. In this scenario, healthcare workers are working very hard and setting an example of selflessness and service to those who are suffering from this pandemic without fear of losing their own lives. Hopefully, in two weeks, we will be able to control the severity of this disease but meanwhile we should keep ourselves calm and relaxed. This time period is going to set an example of humanity and sincerity for the coming generations and hopefully we will be remembered as individuals of strong moral fibre.

**The Hiranandani Group  
Commits ₹5 Crores to  
Maharashtra Chief Minister's  
Relief Fund (CMRF)  
for Corona Virus Crisis**



**ITC's food division curates 'Boxes of Hope and Happiness' during Covid-19**

<https://www.thehindubusinessline.com/companies/its-food-division-curates-boxes-of-hope-and-happiness-during-covid-19/article31256123.ece>

5 April, 2020

**ITC Limited**  
@ITCCorp.Com  
Mar 31, 2020

Today the Nation faces an unprecedented challenge to #FightCOVID19. At ITC, we humbly pledge our contribution of Rs100 crores to #PMCAresFunds. Together with other initiatives we will continue to do our best to serve the Nation in this hour of crisis. @PMOIndia @narendramodi



**PepsiCo India commits over 5 million meals, 25,000 Covid-19 testing kits**

<https://www.thehindubusinessline.com/companies/pepsico-india-commits-over-5-million-meals-25000-covid-19-testing-kits/article31267522.ece>



**TOGETHER  
WE CAN MAKE  
A DIFFERENCE**

PepsiCo India lends its full support to the Nation to fight and win against the unprecedented challenges brought upon by the coronavirus pandemic.

We will continue to do our best to serve the Nation in these challenging times.

**#IndiaFightsCorona  
#GiveMealsGiveHope**



**UPL LIMITED**

<https://www.freepressjournal.in/business/upl-contributes-rs-75-crore-to-pm-cares-fund>  
<https://twitter.com/UPLLtd/status/1246425891594354688>

*Signature Global Group and ASSOCHAM collaborated to distribute ration to migrant labourers in different places in Haryana's Gurugram*



Signature Global Group in association with ASSOCHAM distributing ration to the migrant labours in different places in Gurugram, Haryana



An initiative by Signature Global for Labourers amid COVID 19 Lockdown in India, distributing food and daily needs to the labourers in Delhi NCR



Signature Global Distributing Rice and other food products to the construction site workers during COVID 19 Lockdown in Gurugram Haryana



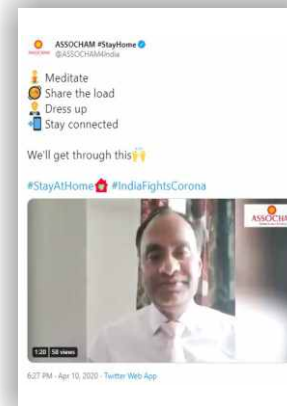
An initiative by Signature Global for Labourers amid COVID 19 Lockdown in India, distributing food and daily needs to the labourers in Delhi NCR

# Views of Industry Experts





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## *ASSOCHAM-AESL joint initiative to provide food packets to frontline workers at Delhi's Safdarjung Hospital*

*In our endeavor to advance CSR initiatives aimed at supporting our communities, ASSOCHAM under the aegis of its social development arm - ASSOCHAM Foundation for Corporate Social Responsibility (AFCSR) joined hands with patron member Aakash Educational Services Limited (AESL) to provide 1,000 packed meals on a daily basis for one week for frontline 'corona-warriors' including the healthcare professionals, cleaning staff and other essential personnel at Delhi's Safdarjung Hospital's new 500 bed facility for COVID-19 patients.*





*ASSOCHAM Southern Region Development Council distributed 1,000 food packets to the needy around Bengaluru with support from - THE GAIN (Global Accelerator for Innovation Network); DPK Group; KSR & Co. and Resada Life Sciences*





## *CSR Initiatives by Reliance Industries*



Coming together to save humanity by Helping police at service with juices and health supplements



Providing 50 lakh meals across nation so that working hands do not sleep empty stomach

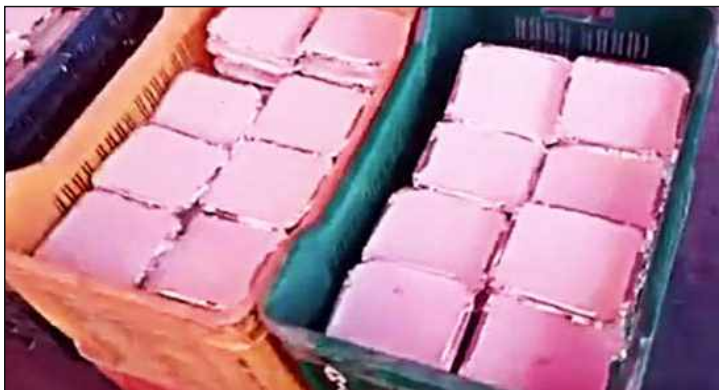


Contribution of Rs.500 cr towards PM Cares Relief fund



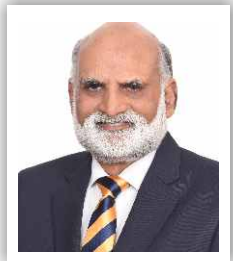


*ASSOCHAM-River Engineering joined hands to distribute food packets to labour staff of Noida Authority.*



*“In these unprecedented times,  
it’s imperative that we don’t forget  
to help those in need.”*

*Deepak Sood  
Secretary General  
ASSOCHAM*



**Shri Anil Rajput**  
Chairperson,  
ASSOCHAM CSR Council &  
Senior Vice President,  
Corporate Affairs, ITC Ltd.

ASSOCHAM would like to thank all its members and partners for extending their full support to fight COVID-19. It is our privilege to be able to assist the country during this pandemic, by leveraging our network to reach vulnerable sections of the society. In these chaotic times, we encourage our industry members to continue the fight against COVID-19 by extending their support to those affected directly and indirectly by this pandemic, given the socioeconomic impact that this crisis has imposed on the lives and livelihoods of Indians all over the country. We at ASSOCHAM are committed to the cause and will continue to find ways to support the country during this period.

*Ashok Leyland distributed food packets to stranded truck drivers in various parts of India.*





*Food distribution by ASSOCHAM past-president, Mr Anil Aggarwal jointly with Mr S.K. Jindal, chairman, ASSOCHAM National Council for Commodity Markets in association with Akshay Patra*





*ASSOCHAM, in partnership with Banega Swachh India along with Jagran Pebel, delivered soaps to the Delhi Government. The Chambers and Dettol India are committed to fighting the Coronavirus Outbreak and will continue to deliver them more soaps.*



*The covid 19 has very badly arrested the entire globe. Amidst the spreading of Corona virus, as a responsible business entity, it's our utmost duty and foremost responsibility to stand firmly with the Government to fight against and win over this emergency situation of pandemic.*

*In such difficult times, ASSOCHAM's first priority is Nation and it's people. Our endeavors are to bring business fraternity together to reach the most vulnerable section of the society and the poorest of poor who are most severally affected to achieve the common goal of overcoming this mammoth challenge.*

**Shri Ravi Bhatnagar**

*Co-Chairperson, ASSOCHAM CSR Council and Director  
External Affairs & Partnerships (AMESA), Reckitt Benckiser*

## *Textile capacity for making Personal protection products*

- Welspun Group has always been at the forefront when it comes to supporting Government initiatives & Society at large.
- From the business point of view, we have been making smart non-woven products for diverse applications around safety clothing, filtration, cosmetic segments, etc.



In this time of crisis as a humble contribution, we are using our capacities to make hand wipes and face masks to meet the demand-supply gap for personal protection



*Under the strategic leadership of  
Hon'ble Prime Minister, Shri Narendra Modi,  
ASSOCHAM is committed to alleviate the stress  
on the economy, spread awareness about the best  
practices under the circumstances and work  
towards raising the collective consciousness while  
continuing as a proactive participant in the  
nation's efforts to tide over the crisis*

**THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA**

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