

Conflicting orders from Centre, states hurt aero manufacturing

Pressure from global aerospace vendors for uninterrupted supply building up

AJAI SHUKLA
New Delhi, 12 April

Even after the Tamil Nadu and Karnataka governments issued orders allowing aerospace and defence industries to continue manufacturing, the comprehensiveness of the countrywide lockdown, and absence of governmental coordination is preventing even a limited return to normalcy.

Business Standard reported that Karnataka government circular on April 1 "relax(ed) the restrictions imposed on the movement of workers and staff working in these industrial units".

However, aerospace manufacturing companies continue to face difficulties in obtaining passes from the Karnataka Police for employees to travel to work.

The police are held back from issuing movement passes by a letter that Home Secretary Ajay Bhalla sent to all state chief secretaries on March 31, complaining that state governments are allowing "exceptions beyond what has been allowed under lockdown measures" by the Centre.

"This amounts to violation of the lockdown measures issued by the Ministry of Home Affairs under the Disaster Management Act, 2005, and may defeat the overall objective of containing the spread of Covid-19,"



Indian aerospace firms are concerned that a failure to honour existing contracts could result in a flight of business to countries such as South Korea

wrote Bhalla, demanding that state governments must "strictly implement the lockdown measures".

"After numerous visits to the police, we have obtained movement passes for just 10 per cent of our employees so far," said a senior official from an aerospace production company, speaking on condition of anonymity.

Aerospace manufacturers also complain about another problem rooted in a growing fear of Covid-19: A culture of vigilante citizens, particularly in villages on the outskirts of Bengaluru, erecting barriers, stopping vehicles and

refusing to allow passengers to proceed. The Karnataka Police is doing little to stop them.

Contacted for comments, the Karnataka Police did not respond.

Meanwhile, pressure for uninterrupted supply is growing from global aerospace vendors, such as Boeing, Lockheed Martin, Airbus and Bell Textron, which all source components from Indian aerospace manufacturers.

The US federal government wants America's aerospace and defence industry to function as usual. It has ordered the industry's 2.5 million employees to continue reporting for work, based on the grounds of national security.

Boeing's multiple production units across the US are continuing to function, except for the one at Puget Sound in Seattle, which builds commercial planes and derivatives; and the production line in Philadelphia that builds the Chinook and Osprey aircraft. This demands uninterrupted supply from Indian sub-vendors.

Canadian firm Bell Textron has written to its suppliers that its government has deemed it "part of the businesses providing important and essential activities", and "therefore, Bell needs and expects all suppliers to proceed with diligent completion of open orders to Bell in support of the war fighters...".

Indian aerospace suppliers say there is growing pressure from foreign customers who demand to know, on a day-to-day basis, what impact the Covid-19 pandemic is having on their supply lines.

Boeing has written to its suppliers that it reserves the right for remedy, as per the terms and conditions of their contract, if interruption in supply from India impacts the discharge of their contract requirements.

Indian aerospace companies are concerned that a failure to honour existing contracts could result in a flight of business to countries like South Korea — already a major aerospace component supplier — where the governments are ensuring there is no interruption in aerospace component production.

"Our foreign customers cannot pull the plug on India right away. But when production contracts come up for renewal, it will be noted that India was one of the countries from where supply was interrupted," said an aerospace manufacturing chief executive.



CORONAVIRUS PANDEMIC

'Kirana stores would see a resurgence'

The Covid-19 pandemic has upended the fast-moving consumer goods (FMCG) market, prompting firms to redraw business strategies. Godrej Consumer Products' (GCP) Managing Director and Chief Executive VIVEK GAMBHIR talks to Viveat Susan Pinto about the change in consumption habits and what lies ahead. Edited excerpts:

GCP recently said that the March quarter would be impacted due to the pandemic and lockdown. How fast do you see the situation improving?

We are trying to be as agile as possible and are adapting to the evolving situation. Both distribution and production have been significantly disrupted over the last couple of weeks, and our operations have been curtailed. This is not surprising given the unprecedented nature of the lockdown. The government is aware of the challenges and is working closely with the industry to get the supply chain back on track.

Over the past few days, we have been ramping up production of essential items, but this ramp-up is at a reduced capacity. Our factories are at 20-25 per cent production levels. 60-70 per cent of our depots are open and about 25-30 per cent distributors have the permission to operate. The big challenge is labour shortage, some of which was driven by fear and social

pressure, and some of it by migrants moving back. While permissions are gradually being given, adequate workforce is not available yet.

With the lockdown now likely to be extended, do you see the pain getting worse for the industry?

There has to be a balance between containing the spread of the virus, providing safety across the supply chain and reviving economic activity.

We will need to approach the re-opening (of plants)

post lockdown in a staggered manner, given how important social distancing is. Our hope is that we could start with 50 per cent capacity ramp-

up, thereafter, in 2-4 weeks get to 75 per cent and 100 per cent in 8 weeks, if the pandemic is under control.

The fast-moving consumer goods (FMCG) industry is working closely with the government on establishing standards for each node in the supply chain. These include hygiene protocols, social distancing norms, sanitation and deep cleaning, along with awareness sessions with workers.

How far away is recovery of the market?

This could be a story of two halves, depending on how long the crisis lasts. Even if the lockdown is lifted, it doesn't mean the crisis is over. The pandemic could last much longer. From a planning point of view, what we are assuming at GCP is that the impact of the virus will be acutely felt in Q1 FY21 and there could also be some impact in Q2. But if the crisis subsides then you could see the second half being very different from the first.

of the crisis?

The industry will see structural changes. Certain consumer habits could shift quite significantly. Trust will become an important currency. And consumers will pay a lot of attention to health and hygiene. Typically, younger people were buying more online. Now, even the older generation will accelerate adoption of online purchasing. Kirana stores will see a resurgence as they have been the shoulder for many neighbourhoods to rely on during the lockdown for their daily essentials. Also, we will see more polarisation in the market with demand rising for both sachets and large packs.

How is GCP preparing for this shift?

There's a significant opportunity to reimagine our business and re-look our portfolios to innovate and take bigger bets. This journey has been an ongoing one for us — it will now accelerate as we seek newer avenues of growth. We are looking at broadening our portfolio — whether it is in male grooming, air fresheners or liquid detergents. Our go-to-market strategy will see a shift. We've also created a separate business unit focused on e-commerce.



VIVEK GAMBHIR
CEO & MD,
Godrej Consumer



What shifts in consumption are you seeing in the wake

Fintech start-ups come up with new business ideas

SAMREEN AHMAD
Bengaluru, 12 April

Financial technology (fintech) start-ups are leaving no stone unturned to come up with new business initiatives and products to cope with the impact of the Covid-19 pandemic.

Bengaluru-based Instamojo has come up with an initiative for essential businesses, such as pharmacies, called Priority KYC, which will allow them to go online with their products in five minutes. "In times like these, when online is the only solution, several small businesses need support to go digital. Through this initiative, Instamojo is offering Priority KYC, helping these essential services go online in less than five minutes," said Sampad Swain, chief executive officer (CEO) and co-founder, Instamojo.

Sequoia Capital-backed Razorpay has partnered with Rentlite, a division of Featherlite, with corporate offers to enable people to rent office furniture for working from home. It has also launched same day settlements for all Razorpay customers who provide essential businesses till April 15, which means businesses will receive funds in just a few hours



Paytm rolled out a Covid-19 insurance policy with Reliance General Insurance

instead of the usual 3-5 working days settlement period. "This will help businesses improve their cash flows and manage operational expenses better," said Harshil Mathur, CEO and co-founder, Razorpay.

Several start-ups have also started offering insurance coverage against Covid-19. Digital payments and financial services platform Paytm has rolled out a Covid-19 insurance policy in collaboration with Reliance General Insurance with a cover ranging from ₹25,000 to ₹2 lakh. "With our Covid-19 Benefit Insurance Policy, we aim to provide simple health insurance coverage that will take care of most expenses that a Covid-19

patient might have to incur. The policy can be purchased on the Paytm app, and is generated online within a few minutes from the safe confines of one's home," said Amit Nayyar, president, Paytm.

Experts say the Covid-19 pandemic could fast-forward certain industries by 3-5 years, including fintech sector. "Certain behavioural patterns are going to be accelerated because of Covid-19. Cross selling relevant products, such as insurance, is one of the big opportunities for fintech start-ups. These opportunities were always in the plans, but have been fast-tracked because of the given situation," said Sanjay Swamy, managing partner, Prime Venture Partners.

Earlier this month, Walmart-owned digital payments company PhonePe had also launched Corona Care, a coronavirus hospitalisation insurance policy, in partnership with Bajaj Allianz General Insurance. Priced at ₹156, the plan comes with a cover of ₹50,000 for a person aged under 55 years, and is applicable at any hospital offering Covid-19 treatment. It also covers 30 days of expenses related to pre-hospitalisation costs and post-care medical treatment.

DPIIT flags a long list of industries that need to open

SUBHAYAN CHAKRABORTY
New Delhi, 12 April

The Department for Promotion of Industry and Internal Trade (DPIIT) has flagged a long list of industries that need to open soon in a letter to the Home Ministry.

"It is felt that certain more activities with reasonable safeguards should be allowed once a final decision regarding extension and the nature of lockdown has been taken by central government," DPIIT Secretary Guruprasad Mohapatra told Home Affairs Secretary Ajay Kumar Bhalla in the April 11 letter.

With industry bodies increasingly becoming impatient at the ongoing lockdown and confusion over another two-week extension, the letter batted for the reopening of manufacturing units in a long list of sectors. It also pointed out that the new list of activities being pushed by the DPIIT 'are essential to improve the economic activity and provide liquidity in the hands of the people'.

The letter, reviewed by Business Standard, also sug-

SECTORS IDENTIFIED FOR REOPENING IN LETTER TO MHA

- Heavy electrical items
- Steel and ferrous alloy mills
- Telecom equipment
- Spinning and ginning mills
- Defence and ancillary units
- Cement
- Fertiliser
- Paints and dyes
- Food and beverage
- Plastic
- Automotive
- Gems and jewellery

gested that corporates and major manufacturing units may be allowed to run at 20-25 per cent of employee capacity in a single shift. This is for sectors such as textiles, automobiles and electronic manufacturing.

DPIIT also said only businesses that ensure a single entry point of workers, space for social distancing, separate transport for ferrying workers or necessary accommodations, along with regular sanitization of the premises will be eligible for remaining open.

LOCKDOWN EFFECT: 44% CONSUMERS VERY HAPPY, 34% UNHAPPY: NIELSEN

An online survey of consumers in the top six metros in India conducted by market research agency Nielsen this week shows that the stay-at-home directive as part of the ongoing lockdown has left 34 per cent unhappy, while 41 per cent are not at peace at all. One thousand online respondents from higher socio-economic brackets (A and B) in the age group of 15-45 were part of the survey, Nielsen said. Nearly three weeks of lockdown has left 78 per cent of the respondents missing the simple joys of life, including going out for shopping, eating and watching movies in theatres, the study said. With the government now expected to extend the 21-day lockdown till the end of April, Nielsen says the pain will last a little longer.



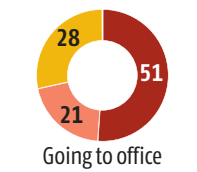
COMPILED BY VIVEAT SUSAN PINTO

MISSING ME-TIME

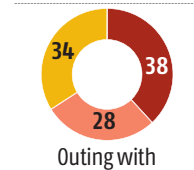
Miss a lot (red) Somewhat miss (orange) Do not miss (yellow) (%)



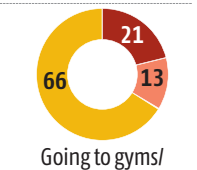
Shopping/eating out/ Movie-going



Going to office



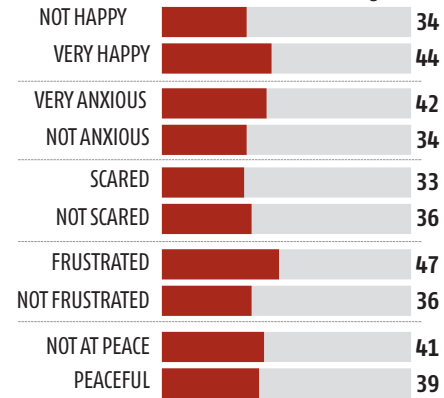
Outing with friends/family



Going to gyms/ spas/fitness centres

MIXED FEELINGS ABOUT LOCKDOWN

figures in %



SMARTPHONES PROVIDE SOME RELIEF

Growth in %

Time spent per user in a week



Time spent per user daily



ONLINE ACTIVITIES INCREASE

Time spent per user in a week

	Pre-Covid period	Third week of lockdown
Chatting	3 hrs 45 mins	5 hrs 17 mins
Social networking	3 hrs 13 mins	4 hrs 39 mins
Gaming	2 hrs 31 mins	3 hrs 38 mins
Watching (OTTs)	3 hrs 33 mins	3 hrs 59 mins

Pre-Covid period is 11-31 Jan, 2020
Third week of lockdown is March 28-3 April, 2020
Source: Nielsen/BARC

2 million stores for essentials on cards

Suraksha Stores initiative would convert the neighbourhood *kiranas* into sanitized retail outlets selling daily essentials

PRESS TRUST OF INDIA
New Delhi, 12 April

Ahead of extending restrictions on the mobility of goods and persons, the government plans to set up a chain of 2 million retail shops called 'Suraksha Stores' across India, which will provide daily essentials to citizens while maintaining stringent safety norms.

The Suraksha Stores initiative will convert the neighbourhood *kiranas* into sanitized retail outlets selling daily essentials while adhering to safety norms such as social distancing and sanitisation to control the spread of the novel coronavirus, sources with direct knowledge of the development said.

The government will rope in private firms to implement this plan, which seeks to ensure that proper protocol is followed in the entire supply chain, right from manufacturing units to retail outlets, to combat Covid-19.

Consumer Affairs Secretary Pawan Kumar Agarwal has held at least one round of discussions with the top FMCG companies to implement this ambitious plan through public private partnership, the sources said. The government is targeting to earmark 2 million retail outlets as 'Suraksha Stores' over the next 45 days. Each FMCG company might be given one or two states to execute this plan in an effective manner and enable every store to fight coronavirus. When contacted, Agarwal said the government was 'working' on the 'Suraksha Store' plan but declined to share any detail.

To become a Suraksha Store, a retail store will have to comply with a health and safety checklist, which includes social distancing of

1.5 metres outside the shop as well as billing counters, use of sanitiser or handwash by consumers before entering shops, provision of masks to all staff and sanitization of high touch areas twice a day.

The 'Suraksha Store' will not only be for groceries but also consumer durables, apparel and salons. A top official at a leading FMCG firm confirmed the development.

"The government is planning to create Suraksha Store and Suraksha Circle to ensure hygiene and safety norms across the supply chain. More than 50 top FMCG companies have been approached. We are with the government and we have already given our approval to actively participate in this exercise," said the official, who wished not to be identified.

FMCG companies will be asked to provide training and mobilise health kits (masks, gloves and sanitisers) to enable retail outlets to become 'Suraksha Stores', the official said, adding that big industries would similarly help wholesalers and other smaller units. As per the plan, each retail outlet will have to prominently display that it is a 'Suraksha Store' to customers. Educational posters related to hygiene and safety should also be displayed in the store.

Similarly, the Consumer Affairs Ministry is working on creating 'Suraksha Circle' where lead manufacturing plants will help their business partners and smaller factories in their vicinity in order to ensure a safe environment across the product supply chain. Each lead manufacturing plant is expected to adopt 10 SMEs (small and medium enterprises) and one village in order to achieve the target to bring 50,000 SMEs and 5,000 communities under Suraksha Circle.



CORONAVIRUS PANDEMIC

6 Taj hotel employees test positive for coronavirus



The condition of the employees of the Taj Mahal Palace and Towers hotel, who tested positive for coronavirus, is stable and they may be discharged soon, hotel officials said on Sunday. Indian Hotels Company, which runs the Taj Hotel chain, had confirmed late on Saturday that some employees of the iconic hotel were found positive for the virus, but did not specify the number. Doctors said six staffers at the property overlooking the Gateway of India monument in South Mumbai had tested positive. The company has been hosting, at its hotels in the city, doctors and health workers from various state-run hospitals treating coronavirus cases and also those rendering other emergency services. Apart from Taj Palace at Colaba, it also runs Taj Lands End at Bandra, Vivanta President at Cuffe Parade, and Taj Santacruz. Without specifying the number of infected employees, the company said in a statement that most of them were "asymptomatic showing absolutely no signs of illness" and that the employees were tested proactively. PHOTO: PTI

AT A GLANCE

INDIA

- Maharashtra case count nears 2,000-mark. Tamil Nadu becomes third state to cross 1,000-mark in infections. Cases in Delhi mount to 1,154
- Humans can't contract coronavirus from pets, says AIIMS director
- HCQ consignment from India reaches US
- UAE ready to fly stranded Indians if they test negative for coronavirus
- Liquor shops, bottling plants, and breweries in Assam to open for limited hours
- Coronavirus not to affect 5-400 deliveries to India, says India's top diplomat in Moscow
- 'Stay where you are': Ambassador Sandhu tells stranded Indian students in the US
- RBI should implement 'Helicopter Money' to counter economic crisis, says Telangana CM
- Drive-through Covid-19 testing centres launched in Mumbai on Sunday
- Covid-infected woman gives birth to 'healthy' baby boy in Tamil Nadu
- Uttarakhand reports no new case for the fourth day in a row
- Delhi now has 43 coronavirus hotspots, up from Saturday's 33
- 16 of 18 active coronavirus cases linked to Jamaat event, say Himachal Pradesh officials
- Mumbai's Dharavi reports 15 new cases
- 20,000 train coaches across India to be converted into isolation wards. In the first phase, 5,000 being converted

"MAY THIS EASTER GIVE US ADDED STRENGTH TO SUCCESSFULLY OVERCOME COVID-19"

PM Modi



Cop's hand chopped off in attack, 7 holed up in gurdwara arrested



An officer's hand was chopped off with a sword, and two other Punjab policemen were injured on Sunday when a group of Nihangs attacked them after being asked to show curfew passes at a vegetable market in Patiala district, police said. Seven people, including five attackers, were arrested hours later in Sanaur town

PHOTOS: VIDEO GRABS FROM NEWS CHANNELS



We're extra prepared if cases rise exponentially, says ministry

Over 900 coronavirus cases have been reported in the past 24 hours, taking the total number of such cases to 8,447 in the country, the Union Health Ministry said on Sunday, while asserting that the government is 'extra prepared' if there is an exponential rise in the number of coronavirus patients.

Health Ministry's Joint Secretary Lav Agarwal said the government was expanding the Covid-19 testing capacity in state-run as well as private medical colleges.

"We are working on an urgent basis to expand the capacity for Covid-19 testing in government and private medical colleges across the country. Fourteen mentor institutes, including the AIIMS and NIMHANS, have been identified to mentor the medical colleges and expand the coronavirus testing capacity," Agarwal added.

According to ICMR officials, a total of 186,906 samples have so far been tested across the country, of which 7,953 have been found positive for Covid-19.

"In the last five days, on an average, 15,747 samples were tested per day and 584 of those were found to be positive per day," an Indian Council of Medical Research (ICMR) official said at the press briefing. Responding to a question about development of vaccines, he said, "There are 40 plus candidate vaccines that are under development but none of them has reached the next stage." PTI

WORLD

- China reports nearly 100 new coronavirus cases in one day, highest in recent weeks
- New York sees sixth straight day with more than 700 deaths
- Number of deaths in the UK passes 10,000
- Spain cases keep slowing, deaths approach 17,000
- Canada passes \$52-billion bill to help companies pay employee salaries
- 15-year-old boy from isolated Amazon tribe in Brazil dies of Covid-19
- Another 103 sailors from US aircraft carrier Theodore Roosevelt test positive
- Coronavirus cases in Japan top 7,000
- UAE plans curbs on countries refusing to accept their nationals
- UK Parliament to resume from April 21, possibly in virtual capacity
- Saudi Arabia extends Covid-19 curfew indefinitely
- China toughens restrictions on border with Russia as imported coronavirus cases hit record
- Bangladesh PM Sheikh Hasina announces relief package of \$1.7 billion for farmers
- UK pledges 200 million pounds in aid to help stop second coronavirus wave
- Thailand reports 33 new cases, three deaths
- Russia reports 2,186 new cases in 24 hours, up from 1,667 new cases the day before

"OWE THEM MY LIFE"

Boris Johnson, out of ICU, praises hospital staff



Lockdown indecision: To sell or not to sell tickets?

Lack of circular sends airline dept in a tizzy; Railways yet to take decision on resuming passenger services

SHINE JACOB & ARINDAM MAJUMDER
New Delhi, 12 April

The uncertainty over extending the 21-day lockdown, supposed to end on April 14, seems to be creating confusion among policymakers in the railways and aviation.

Officials in the civil aviation ministry said while there was little chance that air transport would be allowed to resume on April 15, lack of an official circular kept the commercial departments of airlines in a tizzy. The result is that all airlines except Air India are still selling tickets for flights from April 15.

"The government should be more proactive regarding such decisions. If

we don't book tickets anticipating a ban we will lose out on revenue. If we sell and then have to cancel flights, we will face passenger ire. Bureaucrats should have some sensitivity to how businesses are done," an airline executive said.

With airlines having decided to offer no refund on tickets for cancelled flights, lack of an official decision means that passengers who had booked tickets are kept wondering about whether they will fly.

According to the Indian Railways, no decision has been taken on starting passenger services again, though it resumed ticket booking for journeys from April 15.

From April 1 to 11 this year,



For the first 11 days, passenger bookings for trains saw a 94.38 per cent decline over the same period last fiscal year

670,295 tickets were booked, down 93.5 per cent from more than 1.03 million during the same time last year.

Despite the uncertainty, 45 per cent of these tickets were booked in the past seven days.

"We have not lined up any concrete plans so far on resuming passenger

services," said a senior railways official.

As the deadline nears, railways officials are in a quandary over whether they will have to start services at a time when social distancing too has to be maintained.

For the first 11 days of the current fiscal year, there was a 94.38 per cent decline in

passenger bookings over the equivalent period last financial year.

Executives of airlines said forward bookings had been abysmally poor, with customers holding on to their travel until a decision came. "In the past four days, only 14 tickets have been sold over the network. I

don't expect things to improve in six months," an executive said.

Distancing norms like keeping middle seats empty mean airlines will be able to operate at a capacity of 60 per cent.

Revenue through the passenger reservation system (PRS) declined to ₹78.86 crore, down 93.2 per cent from ₹1,159.57 crore during the April 1-11 period in 2019-20.

A huge loss was reported in the sleeper class and third AC. In the sleeper class, revenue dropped from ₹429 crore to ₹35 crore, while in the third AC, it dropped from ₹453 crore to ₹24 crore.

Though the Indian Railway Catering and Tourism Corporation (IRCTC) had cancelled two Tejas trains and the Kashi Mahakal Express till April 30, operated by the company, bookings for the remaining trains were continuing.

MEANWHILE...

Oil price war ends with Opec+ deal to cut output

The slash is about 10% of global supply

The world's top oil producers pulled off a historic deal to cut global crude output and put an end to a devastating price war.

After a week-long marathon of bilateral talks and four days of video conferences with government ministers from around the world, an agreement finally emerged to tackle the impact of the global pandemic on demand.

The talks almost fell apart because of resistance from Mexico, but came back from the brink after a weekend of urgent diplomacy — with the clock ticking down to the market open.

Opec+ will cut 9.7 million barrels a day — just below the initial plan of 10 million. This comprises around 10 per cent of the global supply. Mexico appeared to have won a diplomatic victory as it will only be required to cut 100,000 barrels — less than its pro-rated share.

AGENCIES