

**Summer Internship Project Report
On
Impact of covid-19 on UCWL and similar industries**



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(Submitted in partial fulfillment of the requirements for MBA degree)

**Institute of Management
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DECLARATION

I Mr. Janamejay Sharma student of J.K LAKSHMIPATH UNIVERSITY, Jaipur batch 2019-2021 declare that the project report “Impact of covid-19 on UCWL and similar industries” is based on my own work carried out during the course of our study under the supervision of Mr. Pankaj Amaria.

I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that

- The work contained in the report is original and has been done by me under the general supervision of my supervisor.
- The work has not been submitted to any other Institution for any other degree/diploma/certificate in any other University of India or abroad.
- We have followed the guidelines provided by the university in writing the report.

Date of Project Submission_____

Signature

Faculty Mentor’s Comments-_____

Signature

Dr. Lokanath Mishra

Faculty Guide

Certificate

It is certified that the Summer Internship Report titled **Impact of covid-19 on UCWL and similar industries** submitted by **Janamejay Sharma** is an original piece of research work carried out by the candidate under my supervision.

Sign. of the Faculty Guide

Dr. LOKANATH MISHRA

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Industry Overview

Introduction

India is the second largest producer of cement in the world. No wonder, India's cement industry is a vital part of its economy, providing employment to more than a million people, directly or indirectly. Ever since it was deregulated in 1982, the Indian cement industry has attracted huge investments, both from Indian as well as foreign investors.

India has a lot of potential for development in the infrastructure and construction sector and the cement sector is expected to largely benefit from it. Some of the recent initiatives, such as development of 98 smart cities, is expected to provide a major boost to the sector. Aided by suitable Government foreign policies, several foreign players such as Lafarge-Holcim, Heidelberg Cement, and Vicat have invested in the country in the recent past. A significant factor which aids the growth of this sector is the ready availability of raw materials for making cement, such as limestone and coal.



Market Size

Cement production reached 334.48 million tonnes (MT) in FY20. The cement production capacity is estimated to touch 550 MT by 2020.

Figure 32 CEMENT INDUSTRY

The Indian cement industry is dominated by a few companies. The top 20 cement companies account for almost 70 per cent of the total cement production in the country. A total of 210 large cement plants account for a cumulative installed capacity of over 410 MT, with 350 small plants accounting for the rest. Of these 210 large cement plants, 77 are in the states of Andhra Pradesh, Rajasthan and Tamil Nadu. Sale of cement in India stood at Rs 58,407 crore (US\$ 8.29 billion) in 9MFY20.

Investments

According to the data released by Department for Promotion of Industry and Internal Trade (DPIIT), cement and gypsum products attracted Foreign Direct Investment (FDI) worth US\$ 5.28 billion between April 2000 and March 2020.

Some of the major investments in Indian cement industry are as follows:

- In February 2020, Nirma Group announced acquisition of Emami Cement Limited (ECL) for an enterprise value of Rs 5,500 crore (US\$ 786.95 million).
- In October 2019, UltraTech cement announced plans to invest Rs 940 crore (US\$ 134.50 million) to increase the production of premium products for strengthening its position in eastern markets.
- Emami Cement currently has three cement manufacturing assets with a capacity of 5.6 million tonnes.
- In May 2019, SEBI approved Emami Cement Ltd.'s initial public offering (IPO).
- JK cement planned to invest Rs 1,700 crore (US\$ 246.7 million) to increase its production capacity to 15 million tonnes by end of 2020.



Figure 33 EFFECT ON CEMENT INDUSTRY

Government Initiatives

In order to help private sector companies, thrive in the industry, the Government has been approving their investment schemes. Some of the initiatives taken by the Government off late are as below:

- In Union Budget 2020-21, the Government of India has extended benefits under Section 80 - IBA of the Income Tax Act till March 31, 2020 to promote affordable housing in India.
- The Union Budget has allocated Rs 139 billion (US\$ 1.93 billion) for Urban Rejuvenation Mission: AMRUT and Smart Cities Mission. Government's infrastructure push combined with housing for all, Smart Cities Mission and Swachh Bharat Abhiyan is going to boost cement demand in the country. The move is expected to boost the demand of cement from the housing segment. As per Union Budget 2019-20, Government planned to upgrade 1,25,000 km of road length over the next five years.

An outlay of Rs 27,500 crore (US\$ 3.93 billion) has been allotted under Pradhan Mantri Awas Yojana in the Union Budget 2020-21.

Company Overview

Udaipur Cement Works Limited (UCWL), is one of the foremost cement manufacturing Company that has its roots originated in city of lakes, state of Rajasthan, in western India. Our philosophy is based on sustainable growth and developmental framework that works for a better and happier future.

Udaipur Cement Works Limited, (formerly known as JK Udaipur Udyog Ltd) was incorporated as a Public Limited Company on 15th March 1993 having registered office at Jaipur, Rajasthan. The name of the Company was subsequently changed to its present name Udaipur Cement Works Limited from 19th May 2006. The company presently is a subsidiary of renowned Indian Cement Manufacturing Company, JK Lakshmi Cement Limited, which is part of reputed business conglomerate JK Organization (JKO) that has rich business legacy of more than 135 years. The company is listed on Bombay Stock Exchange (BSE).



Figure 34 UCWL LOGO

The company has an integrated Cement Manufacturing unit with installed cement production capacity of 1.6 Million tons per annum (MTPA). Since its inception, the company is committed towards boosting sustainability through adopting latest art of technology designs, resource efficient equipment and various in-house innovations. The company has a 6 MW Waste Heat Recovery System that utilizes the waste heat of kiln and helps reducing the carbon footprint of the company by 34058 tCO₂e per year and thereby saving 24724 tons of coal and 113529 KL of water compared to

conventional thermal power plant. The company has also installed a 6 km long Over Land Belt Conveyor (OLBC) to source raw material from its captive mine to the manufacturing plant that further adds value in gaining cost and environmental efficiency.

With the blend of modern technology and rich legacy, UCWL manufactures world class cement under the brand name-Platinum Heavy Duty Cement. The cement is made using latest superior PSD Technology which provides a wide array of benefits to the consumers like 10% more volume, high initial strength, superior workability and fast setting.

This incredible communion is the source of inspiration for JK Organization, which also embodies a perfect blend of rich legacy of over 135 years and modern work culture. JK Organization a very well-respected name in the Indian industry contributing in the various sectors important to the national growth. Its major interests are in the field of production of Tyres, Paper, Cement, Automotive transmission system, Agri-Genetics, Dairy Products, Education etc. The group has been committed to "Make in India" even in the pre-independence era by manufacturing products of impeccable quality to

substitute imported goods. It has been in cement business for over three decades and distinguishes itself based on its innovative practices and initiatives aimed at customer satisfaction.

All products of the JK Organization have a strong brand recall and enjoy a significant market share in their respective segments. The strong brand equity of the JK Organization has been built through use of latest technologies, continuous research & development, innovation and professional management. JK Organization has set up highly reputed Research and Development Institutes in various fields.

UCWL's Mission and Vision

To grow and foster into one of the leading customer centric cement companies and a promise to deliver products with latest technology.

Mission

- Customer Gratification to be one of the predominant objectives.
- Obtain to achieve operational excellence.
- Inclined towards a responsible corporate social attitude towards society.
- A talented pool of employees to achieve success in all domains.

UCWL PRODUCT

Platinum Heavy Duty Cement with high reactive fly-ash, resists sulphates and chloride attacks. Thus, protects the re-enforced bars from the menace of rust. The result being your house remains fresh as ever and durable for years. Main benefits of the cement are:



Figure 35 UCWL CEMENT

PSD Technology • More volume per bag • Speedy construction • Dense concrete • High early strength • Better workability • Superior finishing • Long-term durable structure

Rust Protection:

Resistance to sulphates and chlorides protects the steel bars, enhancing the durability and strength of the structure.

Superior Particles:

Super Fine Particles lead to more volume per kg of cement with superior finish.

Long Term Strength and Greater Durability:

Higher compressive strength, more impermeable as well as dense concrete made from this cement, contributes to greater durability of construction.

Superior Workability:

Its superior spherical particles makes concrete/mortar very easy to transport and place at the job site.

Superior Bonding :

Due to the unique chemical composition and fine particles, it gives superior bonding on brick, concrete and stone masonry

UCWL response to covid-19 corporate social responsibility

- “Quick Response Team” (QRT) was formed to Monitor, Support and ensure prompt response towards continuous precautionary & preventive measures with respect to Covid-19.
- SOP was prepared and circulated to all concerned w.r.t Precautionary Measures in view of COVID-19 Pandemic for work resumption after lockdown.
- Plant adopted various Preventive Measures like Awareness, hand wash, mask distribution, hand sanitization, maintaining social distance, thermal screening.
- Awareness through IEC Materials
- In-House Innovation - UCWL developed Foot operated sanitizer dispenser machine in-house resource and Handed over to various relevant Govt. Stakeholders.
- Responding Hunger - Collaboration with Sarpanch & Wardpanch for identification and selection for vulnerable families from the village and provided 150 Food Kits to most affected families.

Project Objectives

Topic for the Research

“Impact of covid-19 on UCWL and similar industries”

Objective of the Research

- To study the impact of covid-19 on different industries.
- To study the HR policies of selected companies during the outbreak of covid-19
- To analyze and interpret the financial statement

Research Methodology

Source of Data

The Data and information are solely based and taken from Secondary sources like company's official website, other helping websites, already existing research papers and blogs

For Objective 1 and Objective 2

All the data and information are gathered with the help of research and based on secondary data based on that further interpretations have been made.

For Objective 3

Data are taken from UCWL's annual report and after that ratio analysis of 5 years have been done based on that further interpretations are drawn.

Effects of covid-19 on Different industries

- Cement industry
- IT SECTOR
- AGRICULTURE SECTOR
- TRANSPORTATION SECTOR
- HEALTH CARE SECTOR



Figure 36

Cement Industry

Cement demand to decline 45%-50% in Q1 FY21 due to Covid-19: Ind-Ra

Demand in the cement industry is probably going to decay 45%-50% year-on-year in first quarter of the money related year 2020-21, while the subsequent quarter could observe a low single digit development, as indicated by India Ratings and Research. In-Ra anticipates that development in the cement industry should plunge to an authentic low of negative 4-5% year-on-year.



Figure 37 CEMENT INDUSTRY

With progressive demand decreases in FY20 and FY21, Ind-Ra expects a back to back fall in cement capacity usage to an authentic low of around 61% in FY21.

The organization expects a washout in April 2020, trailed by a demand decrease of around 40% yoy in May 2020 and a continuous recuperation from that point. With a steady get in foundation spending and the arrival of

the repressed demand, Ind-Ra expects a critical recuperation beginning Q3FY21.

With a continuous stoppage of tasks at all significant cement plants and construction sites since the finish of the third seven day stretch of March, deal volumes in March 2020 are probably going to be around 30% lower than the agency desires.

These segments could decrease EBITDA by around 20% appeared differently in relation to the past evaluations for FY21. First quarter ordinarily involves around 25% of the total volumes for most associations, with April contributing around 8%. Whether or not the lockdown is lifted post 14 April, advancement move will make a few days to get as a couple of contractual authorities have returned to the spots where they grew up. Yearly plant shutdowns are, in any case, inclined to be lower, given the suspension of exercises for 20-25 days for most associations.

Development in the housing segment, that structures 60%-65% of cement demand, is probably going to be influenced given the effect of the log jam in financial development on optional spending throughout the following year. A general wellbeing crisis of such a serious size and the resultant log jam in the economy will put government finances under pressure, limiting its capacity to step-up capital consumption in this way impacting infrastructure development, which shapes about one-fourth of the complete demand.

In any case, Ind-Ra accepts a decline in coal, pet coke and diesel costs because of the sharp fall in crude oil costs will prompt a moderation in force and fuel and coordination costs (that together structure over half of the complete cost) will give some help. Fixed costs, that structure 20%-25% of the absolute expense, are probably going to increase (on per ton premise) given the temporary suspension of operations and reduction in volumes.

Covid-19 impact: With retail shut, cement and stocks pile up at factories

A cement dealer in the National Capital Region (NCR) says his shop is shut. He neither has any cement stock nor any fresh orders. Despite the Union government allowing construction activity to begin, inventories at steel and cement factories pile up since the retail end of dealerships, mandis and warehouses are shut.

The government had allowed limited manufacturing activity in safe zones from Monday. Many of these have either partially started operations or are in the process of seeking local level approvals but are uncertain about the market conditions.

“For retail demand to pick up, it is important that the loha mandis (metal markets) in every city opens. Currently, there is no clearance for these mandis,” said V R Sharma, managing director at Jindal Steel & Power. Since mandis are shut, traders who stock their material at there cannot give it to the dealers or distributors. He is hopeful the Union government will issue notification addressing these concerns.

The same holds true for the cement sector since dealers cannot open shops. Another executive from one of India’s top cement producers added companies have been unable to move out stock from plants as warehouses are shut. Most companies have outsourced their warehouse facility to a third-party.



Figure 38 CEMENT PILE UP

Even while demand is largely absent, cement prices for certain pockets have seen a rise. Cement in the Telangana market, for instance, increased from Rs 325 a bag effective April to Rs 370 effective May in the non-trade segment. Industry executives have also pointed out it will not be viable to reduce cement prices below pre-lockdown levels as running factories at lower utilization will also impact viability.

Some players are readying their plants to be able to supply once demand kicks in. ***“We are currently preparing to be in a position to supply. Our infrastructure clients have asked us to keep stock ready so once labor and other concerns are addressed, supply can be made,”*** said Shailendra Choksey, whole-time director of J K Lakshmi Cement last week. Choksey does not expect the cement sector to return to its optimal level of utilization **before the third quarter of the current financial year.**

“At the moment most of the cement companies will be having inventories with them, first as demand comes up from infrastructure and dealer, they will start dispersing the cement and thereafter they will start real production of clinker and cement,” said Mahendra Singhi, president for Cement Manufacturers Association (CMA).

Since 40 per cent of India's cement demand comes from individual housing projects, the wait will be longer. Industry executives also point large infrastructure projects, where cement demand could come in, are city-centered and most of those are in red zones.

Impact of Coronavirus epidemic on Indian cement industry

Given the slowed down land extends and postponed infrastructure developments, the cement industry in India has encountered a monstrous hit post the Coronavirus outbreak and the following lockdown. While the Government's lockdown to restart the cement production on rotational premise would improve the crude material's gracefully in the nation, its interest is probably not going to pick up pace with no help reported for the development exercises.

The across the country lockdown has not just put brakes on the continuous land and infrastructure ventures, however the unified cement industry has likewise endured a



misfortune. Since cement is an essential development material, it has encountered an impressive plunge in the comprehensive demand since the time the announcement of the shutdown. With the warning around social removing proceeding and the Government expanding the National Lockdown until May 3, the demand for cement is relied upon to stay lukewarm all through Apr-Jun 2020.

Figure 39 IMPACT ON CEMENT INDUSTRY

As per India, Ratings and Research, the yearly development of the cement industry may plunge to a noteworthy low of negative 4-5 percent in Apr-Jun 2020-21. The pattern may rise out of the foreseen decrease in the crude material's demand by 45-50 percent in the examined period.

Factors that may affect demand for cement in the upcoming quarters **Workforce disruption and upcoming monsoons**

The forthcoming monsoon time frame may likewise impede the progression of development exercises. Since flooring, plastering and masonry works are difficult to achieve during storms, designers suspend the structure works briefly and workers either come back to their local places or attempt transitory employments. By and large, the work power disturbances combined with the up and coming storms may endure a shot on the lodging part, and the cement procurement may keep on being on a low priority status.

Hike in prices

The construction sector that is now in doldrums may endure a blow further because of the climb in cement costs from May 1, 2020. While the superior brands have flooded the cement esteems by Rs 60 for every sack, normal brands have expanded it by Rs 100 for each pack. The move has come as a stun for the industry as in the current occasions of emergency, the little engineers as well as battling to remain above water and complete their pending undertakings. **Consequently, the rise is probably going to negatively affect both the segments - land and development. It would hinder the structure exercises as well as weaken the demand for cement.** Specialists have purportedly looked for Government's intervention to forestall the cartelization of cement.

Lack of funds

Numerous developers expecting high deals on Gudi Padwa and Akshay Tritiya booked their new task dispatches around these celebrations to keep their organizations above water in the following quarters. In any case, the COVID-19 actuated self-isolation disabled the home purchasing slant and presented severe financial implications, particularly for developers with feeble asset reports. Numerous builders even conceded their new task dispatches until the circumstance improves. The deferment of new developments likewise demonstrates the lower cement Gudi Padwa and Akshay Tritiya in the quarters to come.

Uncertainties in the job market

In the setting of the existential predicament, the prime focal point of potential homebuyers is on putting something aside for the future than undertaking robust financial liabilities. Subsequently, the private division may endure a shot, straightforwardly affecting the cement industry. Barring reasonable lodging ventures, demand in mid-section and premium lodging undertakings may keep on proceeding gradually. Infrastructure developments may likewise feel the warmth because of constrained stores with the Government amid the economic slowdown.

The cement industry is required to remain serene until June 2020. While Jul-Sep 2020 may see single-digit development, the powerful restoration is probably going to happen just in Q3 2020-21. Be that as it may, this significantly relies upon India's capacity to contain the infection at the most punctual.

Mahendra Singhi considers COVID-19 impact on the Indian cement industry

Mr. Singhi noted how cement plants have been supporting employees, local communities and families through the crisis. Since 20 April, after the partial lifting of lockdown, production is also slowly starting to recover.

"Cement companies are now fully ready to solve the need of society and the need of the construction sector," said the CEO of Dalmia Cement.

However, he also noted the importance of migrant labor returning to work and a possible financial stimulus from the government to support the construction sector, which would help prop up cement demand.

While the average capacity utilization for the sector during the FY20-21 is expected to be around 45-50 per cent, Mr. Singhi noted how it will start to recover from the start of 2021. "From January 2021, we expect that [Indian] capacity utilization may come to a level of 60 per cent," said Mr. Singhi.

Elsewhere, he stated that the cost of imported fuels like pet coke and coal may fall by 15-20 per cent, which could provide some relief for the otherwise high fixed costs of the sector going forward.

Looking at the impacts of COVID-19 on sustainability programs, it was stated that the pandemic may result in initiatives being postponed for a few months but not forever. Dalmia Cement, for example, is expecting a 2-3-month delay but remains fully committed to its sustainability roadmap.

IT Industry

The critical shortcomings the IT business is confronting now is because of the fall in the economy, as a great deal of organizations are compelled to request that their employees work from home (remotely) keeping in the record of the general wellbeing concerns. Because of this, there is a monstrous misfortune in open door for some organizations who have global sellers. For instance, Apple Inc. is assessed to have at any rate 10% fall in its shares due to the absence of accessibility of iPhones in the market. The parts that are required to construct the iPhones should originate from China, and it is confronting a significant lockdown.

The spread of this dangerous infection has made a ton of tech gatherings get dropped, which could have been an incredible organization open door for some organizations to extend their viewpoints. A couple of the gatherings were shifted to video chats; however, this won't have a similar reach, and the meeting participants won't have the option to have the networking open door as they would go to the genuine meeting. Because of the crossing out of these significant tech meetings, there is an expected loss of US\$ 1 Billion.

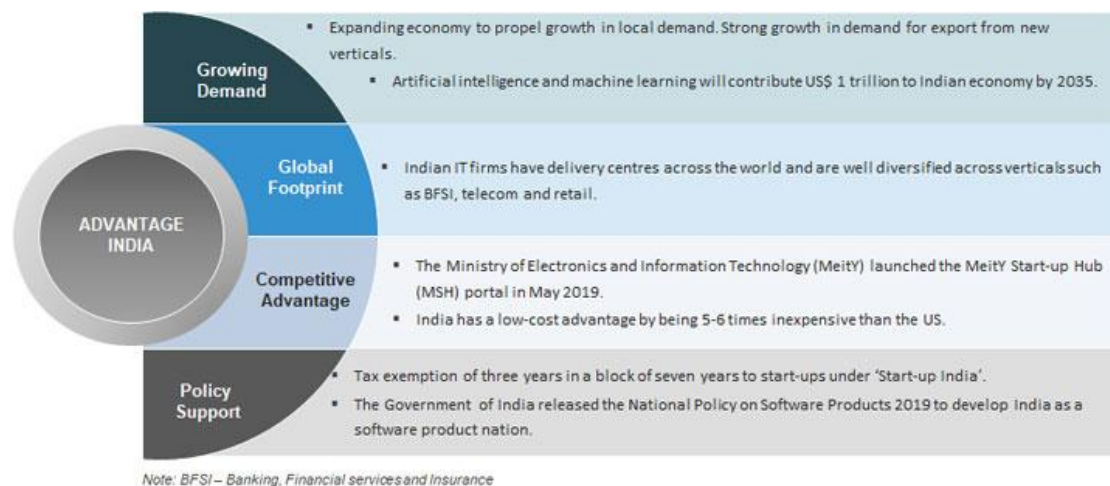


Figure 40 EFFENTS ON IT INDUSTRY

Disguised benefits in this pandemic:

Much after this, compared to many other industries, the IT business is relied upon to have a huge market blast from US\$ 131 Billion in 2020 to US\$ 295 in the following five years by 2025. The primary reason for this increase in the economy for this industry is the increased demand for software and social media platforms such as Google Hangouts, WhatsApp Video call, Zoom, and Microsoft Teams. All these remotely coordinating tools help the individuals who are in quarantine to keep in contact with their relatives as well as have conference meetings and work simultaneously. The economy will likewise bloom on the grounds that, during these emergencies, individuals understood the significance of the web and innovation as this is helping us remain safe and aiding in the correspondence between the doctors and the public.

Some smart solutions around the world:

- Numerous nations who are facing the shutdown have invested in smart city solutions, for example, the cops in China are using drones connected with thermal sensors to recognize the symptoms for coronavirus and get quick clinical assistance.
- In Australia, the government had propelled a chat-bot to stay up with the latest situation and answer their inquiries so they will have the option to diminish the spread of misleading information and stop the panic that could be made in public.
- South Korea, the local government has propelled a Smartphone application that keeps the self-quarantine employees in contact with their co-workers to hold the updates to the work procedure and to pose any questions.

In January, in China, the telecom AHS structured a 5G powered system to empower the consultations and diagnoses of people influenced by the infection by connecting the physicians at West China Hospital to 27 different hospitals in the region to treat the disease influenced people. This not just causes specialists to communicate quicker and come up with a diagnosis yet additionally assists with monitoring the emergency patients who need prompt clinical assistance and if a hospital can't give that the patient could promptly be moved to the closest equipped hospital for help.

Blooming Opportunities and Threats in the IT industry:

- Due to the coronavirus, a great deal of opportunities opened in the IT industry, for example, the developing requirement for the 5th generation (5G) technology. This will help increment connections that help the primed remote interactions. This has become the first concern for some organizations because of the pandemic. Telehealth is one of the creating enterprises in the emergencies. This could help people to get analysed, rewarded and worked with the need of a physician to be genuinely present. A great deal of applications has been worked in the previous barely any months to help accomplish this. There are numerous patients who are in self-quarantine who need clinical oversight and clinical help each day, and these applications could assist them with accomplishing that.

There are a couple of threats as well, for example, after the pandemic is over what might befall the IT sector? May exporters in this industry feel that it won't have the option to balance out after the defeat, dissimilar to the 2008 global economic and financial meltdown. In those days, the national banks assisted with improving the stability of the market, however now even the national banks are helpless.

Covid-19 has hurled difficulties just as numerous opportunities across different businesses segments. The pandemic has made unbelievable misfortune the global economy, and the loss of human lives has been unprecedented in a time of global harmony.

This is uplifting news for an industry, which financial specialists are taking a gander at with questions in ongoing time because of the close term recessionary outlook for the western economies, which have been significant shoppers of IT services. In the post-coronavirus world, businesses will experience a transition and the greatest gainer could be the IT industry. Numerous IT companies have digitized every one of their procedures and put resources into cutting edge infrastructure and collaboration tools to help their location-independent spry delivery models and secure borderless workspaces.

Businesses - basically those in the services sector like banking and other financial services, education, retail, healthcare, food and grocery delivery - will further grasp technology and automation to more readily use development. Numerous associations through quick selection of digital transformation have just grasped cloud and mobility patterns. The expanding information technology (IT) industry, alongside the rising pattern of digitalization, is one of the key factors that will keep on driving of IT companies.

We must understand that each sector will move towards digitization and automation. As the work from home is starting to turn into the new ordinary, more remaining burdens should be moved to the cloud to guarantee that businesses can work of course. Sectors like retail will spend more on IT and IT infrastructure for enterprise applications and retail bolster services globally.

Chemical companies may implement automation solutions and deliver PC as a service (PCaaS) for client's global workforce The current emergency has opened new roads for the education ecosystem, where computerized learning techniques and arrangements will be seen all the more genuinely, consequently expanding industry acknowledgment.

Going ahead, digitization, cloud computing, machine learning and artificial knowledge will command the innovation space. Investors should concentrate on organizations with solid monetary records, stable growth, attractive dividend yields and low profit volatility to cash in on the current emergency. Companies such as TCS, Infosys NSE 0.17 %, HCL Technologies NSE -0.08 % and NIIT Technologies NSE 1.12 % are expected to emerge stronger from the virus outbreak given their past records of execution, strong client relationships, and focus on cost.

Health care industry

NATHEALTH led a nitty gritty study with little and medium measured social insurance offices the nation over to comprehend the significant difficulties and recognize territories of mediation required. Post the lockdown from 24 March, Indian emergency clinics have seen a huge effect, particularly among little and medium-sized medical clinics, which are presently confronting existential difficulties. The overview was directed in 251 social insurance offices across 9 states and 69 urban areas to survey the effect of COVID-19 on the Indian medicinal services industry.



Figure 41 HEALTH INDUSTRY

The outcomes show a normal fall in income by as much as 80%. 90% of the studied health services offices are confronting money related difficulties with 21% offices confronting existential danger. health centres in Tier 1 and Tier 2 urban areas are encountering 78% decrease in OPD footfalls, and a drop of 79% in-tolerant confirmations. 90% of associations studied need some type of budgetary support.

Key findings from respondent hospitals tabulated below:

Key challenges faced by hospitals	Metro- Tier 1	Tier 2 and Below	Large Facilities	Medium & Small Facilities
Reduction in Patient Flow	88%	77%	80%	83%
Lack of clarity on patient-handling protocols	38%	49%	36%	47%
Supply of PPEs	41%	52%	51%	56%
Supply of medical consumables	26%	23%	28%	23%
Medicines supply	12%	12%	16%	9%
Availability of nurse	35%	36%	32%	37%
Availability of support staff	21%	10%	19%	13%

Figure 42 FINDINGS FROM RESPONDENT HOSPITALS

Remarking on the discoveries of the study, President NATHEALTH, shared, "We recognize and value the measures embraced by the Indian Government, for example, reached out to forestall the exponential ascent in cases and setting general wellbeing as a need. Be that as it may, there is a need to address the on-going difficulties looked by the Indian Healthcare industry. Low money related execution, shutdown of forbiddance on elective medical procedures, and prohibition on worldwide travel have prompted low footfalls from national and universal patients over the most recent 3 months. Other than this, COVID-19 flare-up has fundamentally affected income in all associations. There is a requirement for an upgrade bundle to restore the Indian medicinal services industry. These measures will be significant to actualize to give genuinely necessary alleviation to the human services part which is the in this battle against COVID". The survey findings indicate that even after the lockdown lift, the situation will remain difficult for the hospitals and nursing homes as patients will hesitate from visiting hospitals. Hospitals are working towards adapting to modern healthcare techniques and are providing consultation through telemedicine, but the problem related to OPD footfall will remain for some time. The other challenge of increase in cost of operations is also a major concern given more stringent hygiene and containment requirements post COVID.

The review respondents likewise gave key suggestions to restore the business in a viable way and for smoother clinic activities without gracefully chain interruptions. The proposals suggest that the Government of India alongside state governments should bolster the division by giving simpler financing and immediate and circuitous tax assessment backing to this capital-serious segment in the frontline of COVID. The area needs proportional up in a significant expense condition with dunking request in all elective and non COVID systems.

What are your expectations from the post-corona stage from a business perspective?

On the off chance that the current situation is any sign, medicinal services will keep on being one of the most affected sectors – patients are just concentrating on life-basic medical procedures. Elective procedures are being completely avoided.

For the manufacturing portion, crude materials supplies are at a record-breaking low. In the Medical Devices section, there are significant woes related to supply chain management, crude materials and so on. This is being additionally aggravated by the inverse obligation structure which favors finished items (imported IVDs) over crude materials (made in India IVDs) – thus leading to an inconsistent playing field for every single local maker of IVD gadgets.

Yet, I have an inspirational standpoint for our healthcare industry – the Covid-19 flare-up has furnished us with an extraordinary chance. There is a chance of the world center shifting from China to India as the essential maker and provider of APIs, IVDs and nonexclusive medication, if we are sufficiently judicious to act quick and money in on the circumstance. India can possibly turn into the elective provider to worldwide medication producers replacing China because of growing doubt and potential assents against them.

Coronavirus impact on healthcare sector

- The effect of the coronavirus pandemic and the lockdown it activated is obviously noticeable in financial markets. In any case, there is still no lucidity on the more profound effect that it is having across businesses and industrial areas. In view of appraisals made by various examiners and industry body Ficci, here is an effect investigation in health services area.
- The health services segment is at the focal point of this exceptional worldwide pandemic test, and the private area has met the challenge at hand, by offering to the administration all the help it needs, be it testing support, preparing detachment beds for the treatment of Covid-19 positive patients or deploying equipment and staff in distinguished nodal medical clinics.

1. Will private healthcare providers benefit?

- While the private social insurance segment is completely arranged for each projection, it is likewise a reality that, in contrast to different segments, the segment is facing a twin-trouble: (a) Investing extra labour, gear, consumables and different assets to guarantee 100 percent readiness for wellbeing in the hospital(s) and possible treatment of patients, if necessary. (b) Experiencing a sharp drop in OP footfalls, elective medical procedures and international patients. The industry has been witnessing loss of business and this trend is expected to continue for the foreseeable future (at least 3-6 months), and the fact that the sector's costs are predominantly (around 80 per cent) fixed, it is expected that there will be losses and severe impact on cash flows.
- It is likely that whenever the government announces any fiscal stimulus, this industry will be looked at favourably. The industry is also likely to benefit from increase awareness about healthcare and the more government focus that this endemic is likely to result in.

2. What is the effect on India's clinical gadgets industry?

- The clinical gadgets industry has additionally endured a shot. The nation imports consumables, disposables and capital gear including orthopaedic inserts, gloves, syringes, wraps, processed tomography and attractive reverberation imaging gadgets from China. Because of the current emergency in China, the clinical gadget makers across India are finding it hard to source significant crude materials and electronic segments from Chinese manufacturing plants.
- Even however a portion of the processing plants in China have re-established activity, deficiency of some basic electronic parts and crude material despite everything exists. This is antagonistically affecting the margins and profitability of

Indian organizations importing clinical gadgets and little segments to make finished items. This can likewise squeeze costs of clinical gadgets temporarily.

TRANSPORTATION industry

Effects of COVID-19 on Transportation Demand

Transportation sector has been one of the primary victims of COVID-19. From rickshaw pullers to airlines, all have been affected economically by the pandemic. India's overall energy demand fell by 11% in March 2020. Due to lockdown in many countries, the demand for passenger transport has been adversely hit. The freight segment has had a mixed short-term effect in terms of transportation demand. There is a surge in demand for truck drivers in transportation of essential goods. For instance, there is 40% to 60% increase of product being moved into grocery stores and warehouses in US since COVID spread started. However, the supply chain disruption and slowdown caused by COVID is expected to pull down freight demand in the medium-term. Urban freight segments in India have also had a mixed short-term effect in terms of transportation demand. Since February, the online food orders have dropped by 20% whereas online grocery orders are overflowing. It is yet to be seen whether these acquired habits of online grocery shopping will sustain after the pandemic passes.



Figure 43 FALL IN TRANSPORT DEMAND

Even though the fall in passenger transport demand is pushed by social distancing restrictions, COVID-19 may have a long-term effect on people's travel behavior.

Citing higher risk of community spread of the virus in buses, many city/state/national governments issued guidelines for public transport operators. These included various instructions from dispensing tickets to disinfecting seats. With increasing restrictions imposed by governments, both public transport services and their demand have been badly hit. Moovit released a report showing the drastic fall in public transport usage in many cities.

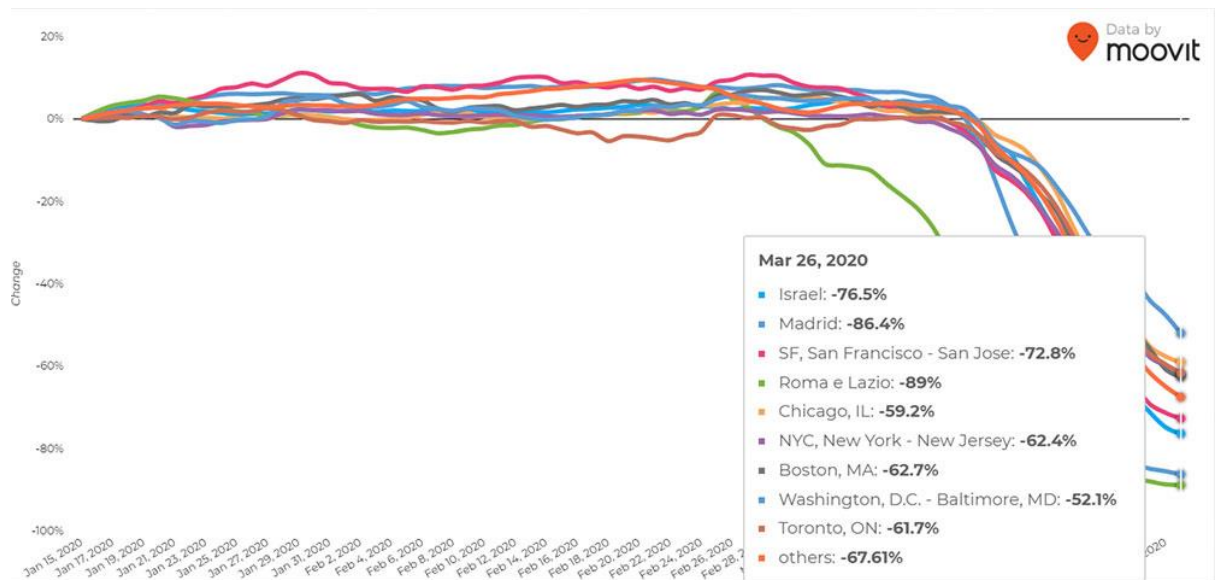


Figure 44 FALL IN PUBLIC TRANSPORT USAGE

Even after the situation normalizes, the perception of risk associated with crowded areas could lead to shift in preferences towards personal travel modes. That is, people may avoid using public transport modes to avoid crowds. People may also avoid shared mobility modes like autorickshaws, micro-transit vans, e-rickshaws etc. The drivers employed in app-based taxi services are economically suffering in the short term due to the COVID lockdown. However, it cannot be said if these modes may face long term economic effects in terms of reduced travel demand.

Many players in the transportation sector are adapting to these changing demands. For instance, American Airlines and some of its peers have converted many of the passenger flights to carry goods⁷. These idle airplanes have been assigned to carry e-commerce, medical supplies and office cargo. In China, autonomous vehicles were piloted to provide 'touchless' service to provide delivery issues while reducing the risk of spread of the disease⁸. Indian Railways have simultaneously cancelled passenger trains and ramped up parcel services and other freight services for essential commodities⁹. In Bengaluru, Three Wheels United (TWU), a city-based social enterprise, launched a program for auto drivers to deliver medicines, groceries and other essential goods to the residents. Unfortunately, this program hit a roadblock regarding permissions from the authorities to operate during the 21-day lockdown in India.

During the lockdown, only essential people and commodities are permitted by the authorities. The list of essential people and commodities must be continuously revised to minimise the adverse impact on people's lives and the spread of the pandemic. Considering this lockdown as a large travel demand experiment, organisations have much to gain from optimising transportation of employees in the future, in terms of productivity and costs. Also, during this period, due to no transport modes, people have been exposed to walking in roads with neither pollution nor congestion. Hence authorities may expect better results in future policies aimed at nudging short trips into pedestrianised modes. However, as the transportation sector employs millions,

in the long run, it is necessary to understand the pandemic's impact on consumer preference and the subsequent transportation demand for passengers and goods.

Understanding the sector impact of COVID-19 Transport organizations

The effects of COVID-19 are being felt across the transport sector. The pressure on organizations has shifted from moving citizens to keeping a core transportation system operational with a skeleton workforce to ensure freight and key essential workers can continue to move. A secondary effect of this shift is the sudden change in sources of revenue for transport operators, with many experiencing an unexpected shortfall in their finances. Organizations will need to plan to ensure that the transport network will be ready for a return to normal operations when lockdown measures are lifted.

Potential long-term impact on transport organizations

- Transport organizations will need to ensure that transport networks can continue to operate throughout the lockdown measures, striking a balance between reduced operations and providing enough capacity for key workers to be able to practice social distancing.
- Longer term investment programs may need to be re-planned and re-prioritized, considering decreased revenue.
- Organizations will need to plan for the availability of key personnel to ensure that staff with critical skills and training are available throughout the COVID-19 pandemic to keep networks operational.
- Commuting and traveling patterns may not recover to their pre-COVID-19 state once lockdowns are lifted.

Practical next steps

Transport leaders will be defined by what they do along the three dimensions to managing a crisis: Respond, Recover, and Thrive. Some key next steps include:

- Determine the cost and revenue implications of low ridership and protect core assets
- Protect the availability of key personnel and use training to build up a larger pool of available workers for key roles
- Engage with government and other stakeholders to determine the key requirements of the transport network
- Create several contingency plans for the resumption of service, considering a rapid surge in demand

AGRICULTURE INDUSTRY

COVID19 impacts on Indian Agriculture



Figure 45 Gene bank-ICRISAT

The Reserve Bank of India (RBI) has also announced specific measures that address the “burden of debt servicing” due to COVID19 pandemic. Agricultural term and crop loans have been granted a moratorium of three months (till May 31) by banking institutions with 3 percent concession on the interest rate of crop loans up to INR 300,000 for borrowers with good repayment behaviour.

Immediate Challenges

Despite all these measures and in view of continuing restrictions on movements of people and vehicular traffic, concerns have been raised regarding negative implications of COVID19 pandemic on the farm economy. This is the peak of *rabi* season in India and crops like wheat, gram, lentil, mustard, etc. (including paddy in irrigated tracts) are at harvestable stage or almost reaching maturity. This is also the time when the farm harvests reach the *mandis* (market yards) for assured procurement operations by designated government agencies. Moreover, any severe disruption to the supply of perishable fruits and vegetables, dairy products, fish, etc. having mobilized to meet the increasing demand from a bulging middle class as well as urban and rural consumers, may create irreparable damage to all actors in the supply chain. The migration of workers from few parts to their native places has also triggered panic buttons, as they are crucial for both harvesting operations and post-harvest handling of produce in storage and marketing centres. The Union Home Ministry, in a very significant move, has notified to exclude movement of farmers, farm laborers and harvesting and sowing-related machines from the purview of lockdown.

As the ongoing lockdown coincides with the *rabi* harvesting season, farmers across the country look up to the Government to ensure uninterrupted harvesting of the crops as well as smooth procurement operations. The Union Home Ministry's circular waiving restrictions on the inter- and intra-State movements of farmers/laborers, as well as harvesting and related farm machines, is indeed a step-in right direction. While ensuring availability of laborers for critical farm operations, their safety (from any COVID infection) and welfare must be prioritized by the Government systems.

The sale of dairy products; fish; poultry, etc. has also been hit during the lockdown period as the uptake by the organized industry players has been affected due to shortage of workforce and transport issues.

Mitigation Measures

The poor sections of society are always the hardest hit in any disaster or pandemic situation. With about 85 percent of Indian farm households being small and marginal farmers, and a significant part of the population being landless farm laborers, welfare measures to contain any damage from COVID are going to help them with sincere implementation. The focus of the Government therefore must be to protect the lives of every citizen. However, people living on agriculture and allied activities, mostly those losing their income from informal employment at this lockdown period, must be provided with alternative avenues (cash transfers) till the economy bounces back (when this health crisis is successfully overcome).

Relaxation of the norms by Agricultural Produce Market Committees (APMCs) allowing farmers to sell their produce beyond the designated *mandis* will certainly ease the burdens of farmers. State Governments must gear up their machineries for smooth procurement operations of farmers' marketable surpluses at MSP (minimum support price) or through other price support schemes.

Structural reforms such as land leasing, contract farming and private agricultural markets, etc. have long been advocated to bring enhanced investments into the agriculture sector and to push its growth. However, there has not been uniform implementation of these legislations by State Governments and so the full potential of the sector is unrealized. These reforms need significant political will. Concerns of a slowdown in the zeal of States, post-COVID scenario, could be tackled with suitable incentive mechanisms by the Federal Government to the States.

With a burgeoning population, there is a corresponding rise in food demand in India. However, the negative externalities of the Green Revolution, particularly the environmental trade-offs and staple cereals fundamentalism, have since been realized. It is thus desirable to switch over to a suitable model with a far stronger nutrition focus where diets are more diverse. A post-COVID situation offers that unique opportunity to repurpose the existing food and agriculture policies for a healthier population.

There have been global concerns, rather speculations, on restriction of exports of agricultural commodities by a few global players. India, being trade-surplus on commodities like rice, meat, milk products, tea, honey, horticultural products, etc. may seize the opportunities by exporting such products with a stable Agri-exports policy. India's agricultural exports are valued at 38 billion US Dollars in 2018-19 and can rise further with conducive policies. Development of export-supportive infrastructure and logistics would need investments and support of the private sector, that will be in the long-term interests of farmers in boosting their income.

Good news is that Government of India has now increased its focus on nutrition (besides food)- security and raising farmers' income (rather than enhancing farm productivity). Changing the consumer behaviour with suitable programs and incentives is already in the agenda. For all these to happen, the existing landscape of policy incentives that favour the two big staples of wheat and rice must change. Designing agricultural policies, post-COVID19 scenario, must include these imperatives for a food systems transformation in India.

Impact of Covid19 on India's Agri-food sector

After announcing a lockdown, the Indian government was quick to declare agriculture as an essential sector. Implementation and enforcement in a country of 1.3 billion people comes with its challenges, such as maintaining smooth logistics and countering misinformation. However, the situation has also provided opportunities for innovative approaches, and may lead to lasting changes.

When the corona crisis started, India's agriculture sector was on the way to recovery after three years of subdued prices. In the Indian economy, agriculture contributes 11 percent of the GDP but provides a livelihood for 52 percent of the working population.

Coronavirus depresses demand and disrupts supply



Figure 46 FALL IN DEMAND OF FRUITS AND VEGETABLES

The lockdown immediately led to a drop in domestic demand and affected trade. Some farmers growing high value **fruits and vegetables** for upmarket restaurants and hotels saw no other options but to feed those products to their cattle or use them as manure. Onion prices decreased by 50 percent and may crash further, due to higher production and lack of labor and transportation. In many regions the government intervened.

Dairy showed a mixed picture. Following the lockdown, consumers initially crowded milk parlours to stock up. Amul,

India's largest milk co-operative, announced an increase in production of dairy products. However, within a week milk prices started collapsing as office canteens, restaurants and sweet shops remained closed. Some milk was converted to skimmed milk powder and butter, of which there are now large volumes in storage.

The spread of misinformation about **poultry** being a source of COVID19 on social media heavily impacted consumption. The government countered the misinformation, but the losses between January and mid-February amount to USD 236 million. Sales of poultry meat went down with a staggering 80 percent, and prices for poultry meat were halved. Over a million small poultry farmers and over half a million persons working in the sector have become unemployed. This also impacted feed producers as poultry farmers cancelled orders, some farmers even burying their chickens alive. As consumers looked for alternatives, the prices of jackfruit increased by 120 percent. The poultry sector is predicted to roll back by the end of this year, although capital for new investments may remain limited for some time. The Poultry Federation of India has asked the government for support such as rescheduling of loans, promotion of frozen/cold chicken meat, cold storage, feed subsidies, and introduction of eggs in mid-day meal schemes. April already witnessed some recovery, with 60-70 percent movement of produce and raw material. Soon, the sector is expected to focus more on online retail, hygienic, high quality food, traceability and labelling.

Worried by the misinformation in the poultry sector, companies selling aerated beverages, ice-creams and juices recently urged the Food Safety and Standards Authority of India to clarify that **chilled products** are safe for consumption.

Processed food companies ramped up production after the lockdown, as people are stocked up on (packaged) groceries. Modern retail, representing only 2.4 percent of grocery retail in India, benefited from this in the short term. However, regulations limiting store operations as well as disruptions in logistics and labour movement led to low inventory and sales. Private label branded products were introduced, or their distribution ramped up. India's import of **palm oil** dropped by 58 percent in the month of March when compared to March 2019, due to lower horeca demand, logistics challenges and higher import duties. In general, there was a drop of 40 percent in edible oil processing, packaging and distribution due to labour shortage. Animal markets were closed and affected export of meat (products) such as buffalo.

Since the lockdown, many of India's private **ports** declared force majeure. The Ministry of Commerce instructed ports and air cargo stations to have enough manpower to prevent congestion, and the Food Safety & Standards Authority declared import clearance of food items and testing as essential services. Still, importers face difficulties evacuating containers from the terminal due to a shortage of drivers, workers and trucks.

Fishing in troubled waters

The lockdown stopped **fishing boats** from reaching the shores with their catch. Even boats which reached the shores, could not find vehicles to ship the products to the processing centres. According to the Central Institute of Fisheries Technology (CIFT), India's fishery sector made losses of around 28 million euros a day. As a result, about 700,000 tonnes of fish had to be thrown away. Currently, sailors are reluctant to leave their families during the lockdown.



Figure 47 FISHING IN TROUBLED WATERS

India's single biggest export commodity is **shrimp**. More than 90 percent of it is exported to major destinations like US and China with 42 percent and 25 percent respectively and then to EU, South East Asia and Japan. With 80 percent of brooders (mother prawns) imported from the US, the lockdown has hit production in

hatcheries of Andhra Pradesh; prompting the Andhra Pradesh government to set up an Aquaculture Authority to monitor the hatcheries from seed to marketing, and to offer a Minimum Selling Price.

Floriculture impacted as weddings are postponed

In India, **flowers** are primarily used for weddings and religious ceremonies. The wedding season runs from February until May and in November and December. The wedding industry turnover is around USD 40 – 50 billion and among the biggest sources of income for the floriculture sector. As COVID19 led to weddings being postponed, flower growers along with companies that produce planting materials suffered financial losses. With no social and religious gatherings taking place, domestic demand for flowers stopped almost completely. Export of roses to the Gulf states was also hit by an import ban.

Inputs

Record fertilizer sales were witnessed during the lockdown period in the month of April. The forecast of a normal monsoon this year would normally increase the crop area and the consumption of fertilizers. However, if the lockdown persists, there may be a reduction in cropping area due to the unavailability of labour and agribusiness inputs as well as logistical challenges and limited capital for inputs (also due to lower remittances as workers return from cities). This shows the importance of having access

to and relations in various parts of the country. Bayer recently joined hands with Pune-based e-commerce firm for farm inputs 'AgroStar' for home delivery of seeds and crop protection products in Central, Northern and Western India.

Support schemes and food security

With a history of famines still fresh in the minds of many Indian policy makers, food supply remains a major concern for the government. Over the last 40 days, there were enough food reserves and food prices did not shoot up drastically. Most people who did not have any earning were able to get food. The government via the National Food Security Act and Public Distribution System has assured additional food grains for 3 months to around 800 million beneficiaries, although reaching all beneficiaries is a challenge. Farmers also receive some financial support. This is also important as farmers and rural labourers have a high marginal propensity to consume. However, most Indian states witnessed a decline in revenue of between 30 to 60 percent for March, and many states are borrowing from bonds market.

HR Policies

Name of the Companies

1. Ambuja cement (cement industry)
2. Amazon (dream)
3. Google (dream)
4. Nike (world)



Figure 48

AMBUJA CEMENT

Response to and Operating in a COVID-19 Environment

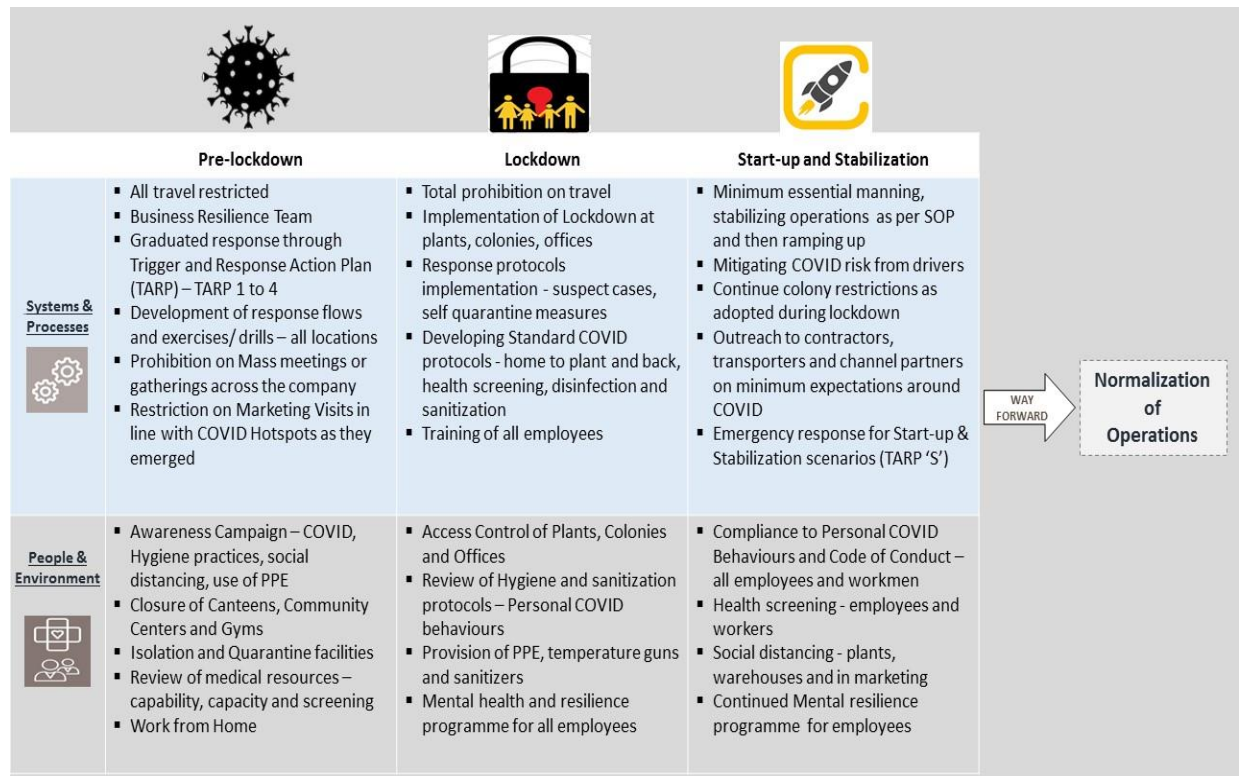


Figure 49 AMBUJA CEMENT RESPONSE

News

NEW DELHI: Cement industry players have closed down operations across all their locations due to the Covid-19 scare. According to Crisil research, the cement industry growth is expected to halve in FY21 from 5-6% to 2-3%. Ambuja Cement has also temporarily suspended its operations at various locations. The company has constituted the Business Resilience Teams (BRT) to respond to the spread of COVID-19, the company said in a regulatory filing.

AMAZON

- Amazon performs better than other tech companies like Apple, Microsoft and Google in gender and ethnic diversity (based upon information by US census bureau).
- More than three-quarters of Amazon's employees are warehouse workers who experience a different interview process to the remaining 25%. Candidates for non-warehouse roles experience five interviews that keep going on average a few hours each.
- Amazon has set its standards out of this world when it comes to recruitment - the interview process is a long way from a stroll in the recreation center, mainly due to their hiring reasoning.
- Amazon may be about speed when it comes to shipping, yet it is more-than-willing to spend hours of its workers time when it comes to screening candidates.

BAR RAISER PROGRAM

- Amazon has a "bar raiser" program, where a selected gathering of Amazon employees takes a second, unpaid occupation as candidate evaluators.
- Bar raisers are employees all through the organization who volunteer to be a piece of interview committees. These bar raisers will interview candidates for quite a long time - adding if 20 hours per week to their workweek, on top of their existing employments.
- Five to six bar raisers are assigned to each candidate, yet they interview them all alone, either by means of phone or in-person. Then, the bar raisers write out an evaluation of the candidate and get together with the other bar raisers who interviewed that person and decide if the candidate will be a solid match.
- If any bar raiser has any objection to the candidate – even if the candidate is applying for a place that is not in the same department as the bar raiser-they are eliminated. And elevated requirements are encouraged, as, after all, the idea of a bar raiser is to raise the bar. "Every time we hire someone, he or she should raise the bar for the next hire, with the goal that the overall talent pool is continually improving," - Jeff Bezos

IMPLICATIONS

- Amazon has taken the time to find the correct combinations of policies and practices that permit them not exclusively to obtain top talent however to retain top talent.

- Amazon was named the #1 business on LinkedIn's 2018 Top Companies list, which positions the most looked for after places to work for professionals.
- Amazon scored perfectly on the Corporate Equality Index, making Amazon one of the best places to work for LGBTQ equality.
- This practice had a powerful effect who chose Amazon despite the anti-pitch knew what they were getting into and had in truth self-selected for the challenge. Amazon became known as an organization whose - those - engineers were intense and elite.
- The anti-pitch strategy is additionally an expression of an organization's commitment to transparency and practice of appreciating context rather than jumping to simplistic ends.

INTERNSHIPS

- Amazon hire undergraduate, graduate and PhD interns over the organization, and give them ownership over enormous projects starting on the very first moment. Interns at Amazon assume a significant role on their teams and could take a shot at high-sway projects and businesses that are critical to our customers.
- Amazon interns likewise receive relocation benefits including transportation, subsidized furnished houses, biweekly housekeeping and free breakfast and dinner.

TRAINING AND DEVELOPMENT CAREER CHOICE PROGRAM

- Amazon's program, called Career Choice, is well known for being aspiring, and one that prepares low-level workers for higher-paying careers.
- After associates have been employed by Amazon for as meagre as one continuous year, the Amazon Career Choice Program will pre-pay 95% of educational cost and fees for them to earn certificates and associate degrees popular occupations. Amazon exclusively support education just in areas that are sought after according to sources like the U.S. Bureau of Labour Statistics, and they finance those areas regardless of whether those skills are relevant to a career at Amazon. Amazon's first Career Choice graduate is currently a nurse in her neighbourhood network.

BENEFITS PROGRAM

- The company's motto is "work hard, have fun, make history"
- "At Amazon India we are made to work hard, but we party harder. Our managers take out for parties over the weekends. Once a month we spend our time in luxurious resorts and all this refresh us and motivates us to work

harder" – Naman Jain, Amazon India Employee • The company also occasionally organizes celebrity meet and greet, free concerts at their Seattle office.

PIVOT PROGRAM

- Pivot program that is designed to retain underperforming employees with extra coaching and training. Pivot is a piece of Amazon's dedication to improving the work environment and opportunities at the organization to retain talent and become a more positive place to work. If an employee was placed into Amazon's performance improvement program or PIP, it used to mean termination was likely. With the pivot program, employees can take advantage of coaching with a 'Career Ambassador' who can help bring their performance satisfactory. Employees likewise have the choice to stop with severance pay or request an appeal regarding their placement in the PIP.

PAY TO QUIT POLICY

- Amazon offer its fulfilment-centre employees a \$2,000 bonus if they decide to quit. It increases \$1,000 each year until it caps at \$5,000. "We're upfront with employees that we hope they don't take the offer, but we want to give them a chance to think about what they really want. If they want to pursue a different career, we want to support that." – Amazon Website
- This policy motivates unhappy employees to leave and help make the decision to quite easier for employees who may remain for purely financial reasons

BENEFITS PROGRAM

- The company's motto is "work hard, have fun, make history"
- "At Amazon India we are made to work hard, but we party harder. Our managers take out for parties over the weekends. Once a month we spend our time in luxurious resorts and all this refresh us and motivates us to work harder" – Naman Jain, Amazon India Employee
- The company also occasionally organizes celebrity meet and greet, free concerts at their Seattle office.

News

Amazon's automated HR tries to fire staffer recovering from COVID-19: Report Overwhelmed by an influx of leave requests, Amazon's "heavily automated" HR division-initiated termination proceedings against an employee who missed shifts while recovering from COVID-19, Bloomberg reported. He had applied for a second extension of his leave. Several workers claimed they were scheduled for shifts by the system while sick or were denied leave despite providing proof of condition.

NIKE

- Strong and capable, qualified management are fundamental for all Nike suppliers to be consistent with the law and our Code . We have created direction and apparatuses they can use to improve Human Resources (HRM) in their plants.
- We're supporting our suppliers in developing capacities. By putting resources into HR experts, systems and processes our suppliers will have the option to have the correct individuals, with the correct aptitudes, in the correct jobs, who are engaged, empowered and invested in driving their business achievement.
- We have groups in every one of our locales with people devoted to working with our suppliers to quantify and build up their HRM abilities. Over the most recent quite a while, these commitments were frequently some portion of a coordinated way to deal with Nike's. Those exercises included:
- Developing systems and processes to catch exact information and direct information examination on HRM related qualitative and quantitative metrics.
- Evaluating supplier management qualities and shortcomings and distinguishing open doors for advancement
- Giving training and meeting to reinforce supplier HRM systems, with an attention on the most proficient method to pull in, create and connect with their representatives
- Developing devices to quantify labourer commitment and distinguish zones of chance for speculation.
- We will keep on advancing our methodology, joining forces with associations concentrated on developing pertinent instruments and administrations to help suppliers as they drive their techniques around workforce speculation and management. For instances of how we are attempting to investigate utilization of creative HR instruments, see our story on Worker Technology.

GOOGLE

GOOGLE'S HUMAN RESOURCE PLANNING

Forecasting - Human resource managers at Google use trend analysis and scenario analysis for forecasting. Trend analysis is a quantitative procedure that permits the organization to foresee conceivable HR demand dependent on current conditions and changes in the business. Scenario analysis is Google's qualitative strategy for forecasting HR demand. Scenario analysis includes investigating various blends of factors to anticipate HR demand for each subsequent scenario. Along these lines, Google utilizes a blend of quantitative and qualitative strategies for forecasting HR demand.

Surplus & Shortage of Employees - Worries about surplus or shortage of workers at Google are generally in the creation processes, for example, the manufacture of Chromecast and the arrangement of the Google fiber Internet and digital TV administration. In developing and giving online and programming items, human resource surplus and shortage are not a huge concern. For creation processes, Google's human resource management recognizes conceivable surpluses and shortages through forecasting strategies. In this way, the organization's human resource arranging incorporates forecasted surpluses and shortages of human resources. Such information is utilized for recruitment and scheduling.

Balancing Supply and Demand - Google's human resource management utilizes a blend of internal and external recruitment sources to keep up the amplexity of its human resources. The organization utilizes promotions, transfers, and trainees/interns as the primary internal recruitment hotspots for HR needs. Then again, the external recruitment sources at Google incorporate instructive organizations and respondents to work promotions. A large portion of these promotions are accessible through the Careers area of Google's website. Through these recruitment sources, the organization encourages a persistent convergence of qualified workers, while coordinating these representatives' abilities with human resource needs.

The combination of Google's HR management approaches for forecasting, recognizing issues with surplus and shortage of workers, and altering of human resource effortlessly and demand feasibly supports the human resource needs of the firm. Google uses ordinary methodologies and techniques alongside front line information systems to separate human resource information to support human resource management decisions.

GOOGLE'S RECRUITMENT PRACTICES SOURCES

Google's human resource management utilizes a blend of internal and external recruitment sources to keep up the sufficiency of its human resources. The organization utilizes promotions, transfers, and trainees/interns as the primary

internal recruitment hotspots for HR needs. Then again, the external recruitment sources at Google incorporate instructive organizations and respondents to work notices. Most of these promotions are accessible through the Careers section of Google's website. Through these recruitment sources, the organization encourages a ceaseless inundation of qualified workers, while coordinating these representatives' abilities with human resource needs.

Methods - Considering the blend of internal and external recruitment sources, Google utilizes indirect methods and direct methods of recruitment. The indirect methods are more noteworthy to the organization. These indirect methods remember ads for the organization's website. In any case, Google's human resource management additionally utilizes direct methods as contacts with likely interns and future representatives through scholarly organizations. This blend of direct and indirect recruitment methods is lined up with the blend of internal and external recruitment sources to fulfill Google's human resource necessities.

SUCCESS KEYS BEHIND GOOGLE'S RECRUITMENT

- **The value of diversity** - Google realizes that diversity (ethnic, cultural, different interests, skills, etc.) has numerous advantages for the work groups.
- **The need to have extraordinary employees** - Toward the year's end they get more than one million applications, of which just somewhere in the range of 4000 and 6000 will wind up with an agreement. Google's choice procedure is severe because they adequately estimate the value of talent.
- **The importance of investing in talent recruitment** - Google invests substantial resources in recruitment; above all, after drawing up a study that concluded that an outstanding employee generated them 300 times more value than a mediocre one.

SELECTION PROCESS AT GOOGLE

- **Criteria** - The most significant criteria used in Google's human resource management for the selection of applicants are smartness, creativity, drive for excellence, and alignment with the organization.
- The company does not use work experience as a major criterion for selection. These criteria are based on the firm's goal of maximizing innovation to support its broad differentiation strategy.
- **Work experience and academic qualifications are not everything**- A talented person is able to learn fast. That's why Google does not value professional or academic experience too much. With long-term eyesight, the company tries to recruit based on the potential value that the person can add.

- **The faster you make decisions, the better** - At Google they know direct that there is a great deal of competition to recruit the best ability. On the off chance that their selection processes are not quick enough, organizations like Facebook or Twitter will dominate the match. That is the reason they give incredible efforts and resources to quicken their recruitment to the most extreme.
- There are different processes utilized for the selection of candidates at Google. Be that as it may, when all is said in done, the organization's selection procedure includes background checks, preliminary screening, on-the-job tests, and interviews.
- Google's human resource management utilizes different strategies and steps for the different positions in the organization. For example, on-the-job tests are commonly utilized for positions that are more habitually filled through absorption of interns and trainees.

EMPLOYEE TRAINING

- **Needs Analysis** - Google's HR management utilizes different kinds of requirements analysis, for example, organizational analysis, work analysis, and cost-benefit analysis. Organizational analysis recognizes new human resource needs based on the company's present situation. For instance, in developing new products and putting resources into new organizations, Google conducts organizational analysis to decide the corresponding human resource necessities. Work analysis decides the prerequisites to satisfy work errands. Google applies work analysis on new openings, or when an organizational rebuilding has quite recently happened. Cost-benefit analysis decides the reasonableness of training programs and exercises. Google's HRM objective in utilizing this sort of analysis is to boost the benefits accomplished through training programs.
- **Program Design** - Google's HR management utilizes a combination of the relational model and the results-oriented methodology for training program plan. The relational model spotlights on the relationship of the organization with workers. Google keeps up positive internal relations to encourage worker participation in imaginative and innovative processes. The results-oriented methodology centres around training results. For instance, in actualizing a training program, Google utilizes this way to deal with encourage representatives' learning. Hence, the relational model enhances relations

among workers, while the results-oriented methodology guarantees that Google's human resources are powerful.

- **Paid Parental Leave** - Google likewise offers probably the best paid parental leave for unexperienced parents. Its representatives have paid leave for 12 weeks, or if 18 weeks if the father is the essential parental figure. Mothers are yet qualified for 22 weeks of maternity leave. Google thinks such a great amount about unseasoned parents that it offers guardians one-on-one consultations to make sense of their scheduling for day care options, \$500 to invest on infant bonding energy just as four childcare fixates on one of its grounds.
- **Death Benefits** - Google even offers demise benefits to deceased employees' families. On the off chance that a Google worker dies, their local accomplice or companion gets a check for half of the representative's pay each year for a long time. In addition, enduring mates see all the deceased worker's investment opportunity quickly vested. Offspring of a deceased worker get \$1,000 every month from Google until they arrive at the age of 19-or 23, if they are full-time understudies.
- **Delivery** - Google's human resource management conveys training programs in different manners, for example, discussions, simulations and on-the-job training. Discussions empower Google to keep up rich communications including employees. With rich communications, training programs likewise benefit through most extreme criticism from the trainees. The organization utilizes simulations to encourage inventive responses. Simulations understand the subtleties of work tasks, projects, and products. The organization's HRM utilizes on-the-job training to augment the exchange of information to recently recruited employees or interns. Many these interns are absorbed into Google's organization. engage Google's employees to understand the subtleties of work tasks, projects, and products. The organization's HRM utilizes on-the-job training to boost the exchange of information to fresh recruits or interns. Many these interns are absorbed into Google's organization.
- **Evaluation** - Google has summative and descriptive purposes in assessing training programs. The summative intention is to decide the viability of the program in developing human resources. The descriptive reason for evaluation is to understand the impacts of the training on employees. Google's human resource management utilizes evaluation factors like trainees' learning and reactions, and the results of training programs as far as changes in human resource knowledge, skills, and abilities.

News

Google parent Alphabet Inc. is slowing hiring for the remainder of the year, the most drastic action by the web search giant since the Covid-19 pandemic began battering advertising business several weeks ago.

Chief Executive Officer Sundar Pichai told staff about the decision in an email on Wednesday. He also highlighted other areas of cost cutting, saying the company will be “recalibrating the focus and pace of our investments in areas like data centres and machines, and non-business essential marketing and travel.”

Financial analysis of UDIPUR CEMENT WORKS LTD.

Y on Y and YTD charts

- P/L and Balance Sheet Ratios
- Cash Flow Analysis Ratios

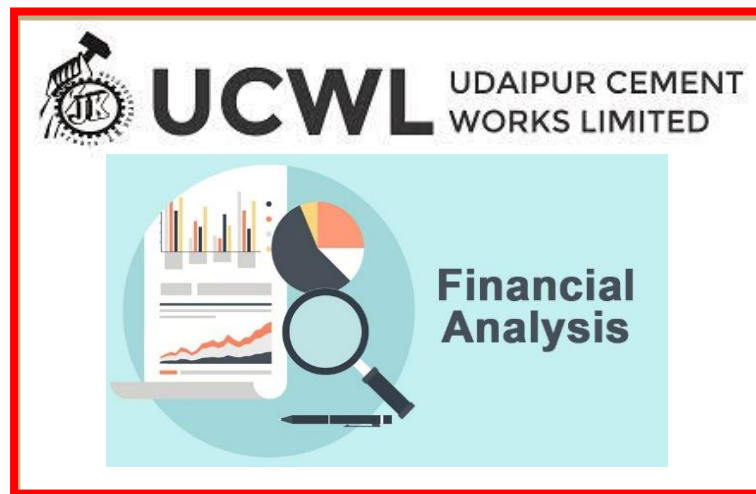


Figure 50

P/L and Balance Sheet Ratios

1. Net Profit Ratio – Profitability

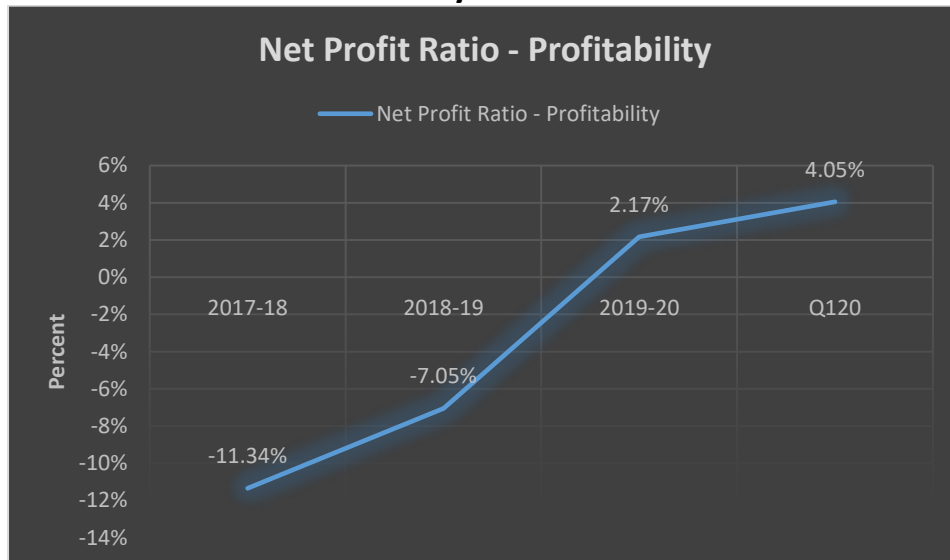


Figure 51 NET PROFIT RATIO - PROFITABILITY

- Net Profit ratio is increasing with a good pace as it was in negative earlier. That means that company was in loss earlier, but company is generating profit now as it is in positive.

2. Current Ratio – Liquidity

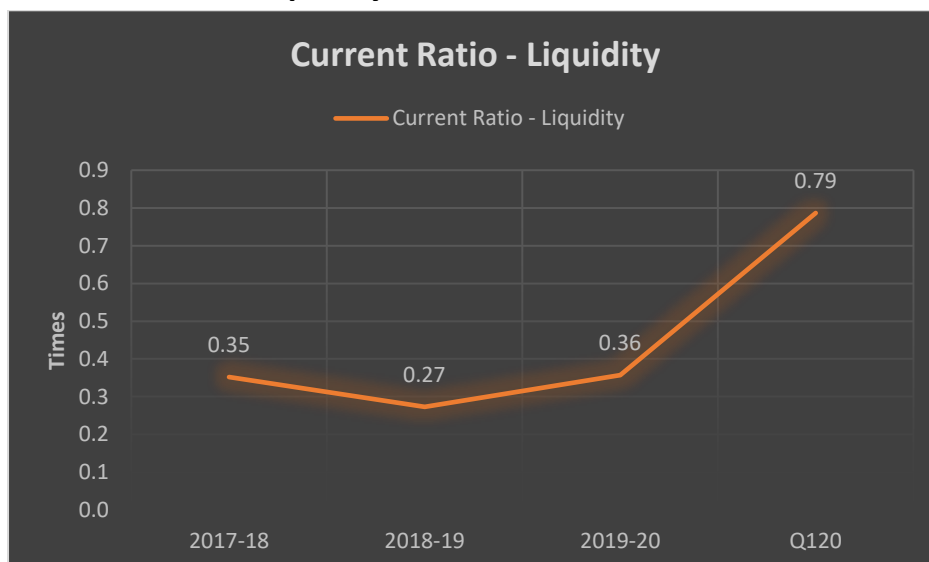


Figure 52 CURRENT RATIO - LIQUIDITY

- Current Ratio of company is somewhat stable that shows that it is maintaining its liquidity in a significant manner, though in Q120 it has increased and now it is quite close to the ideal ratio. That means if a company must pay its current liability, they can pay 80% of it from its current assets.

3. Assets Turnover – Efficiency

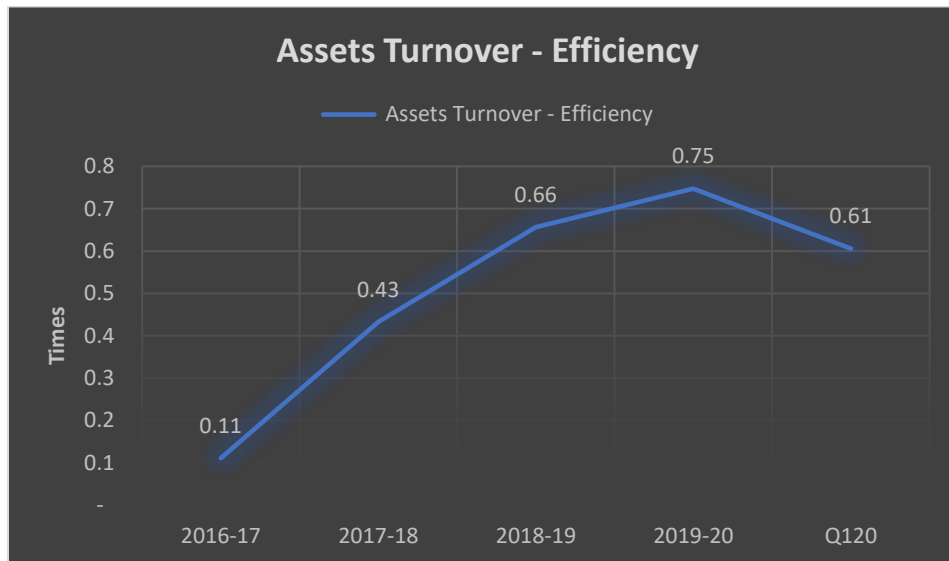


Figure 53 ASSETS TURNOVER RATIO

- The graph is showing increasing trend and what we can infer from that is company is generating revenue by utilizing 70% of its assets efficiently.

4. Return on Equity - Long Term Stability

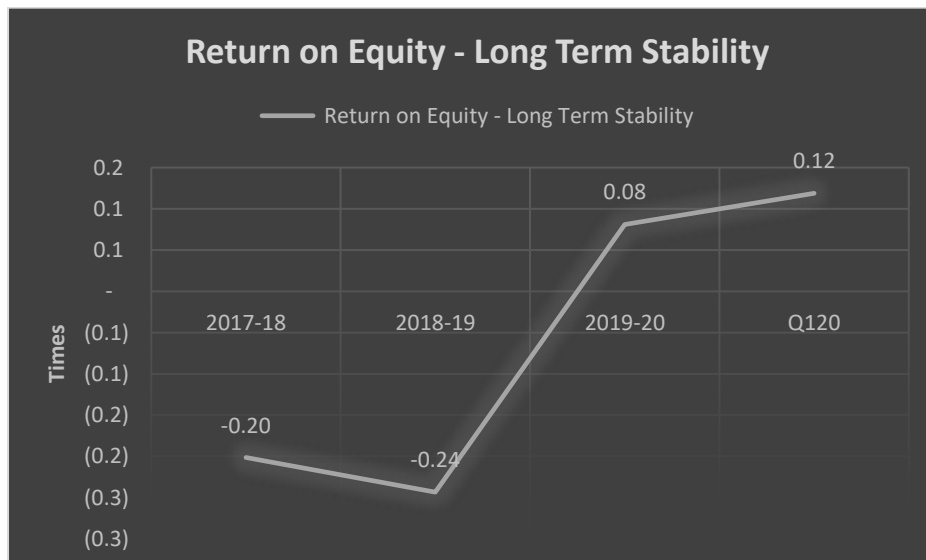


Figure 54 RETURN ON EQUITY- LONG TERM STABILITY

- showing an increasing trend.

5. Return on assets - Long Term Stability

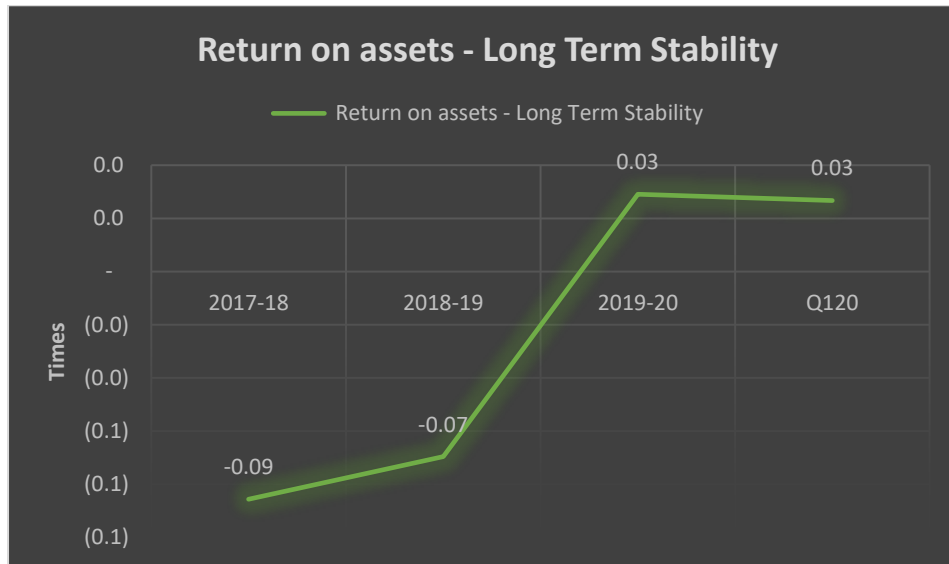


Figure 55 RETURN ON ASSETS - LONG TERM STABILITY

- Earlier it was in negative but now it is in positive that show that company is generating significant returns from its assets and thus, utilising its assets optimally.

Cash Flow Analysis Ratios

1. Cash Flow to sales

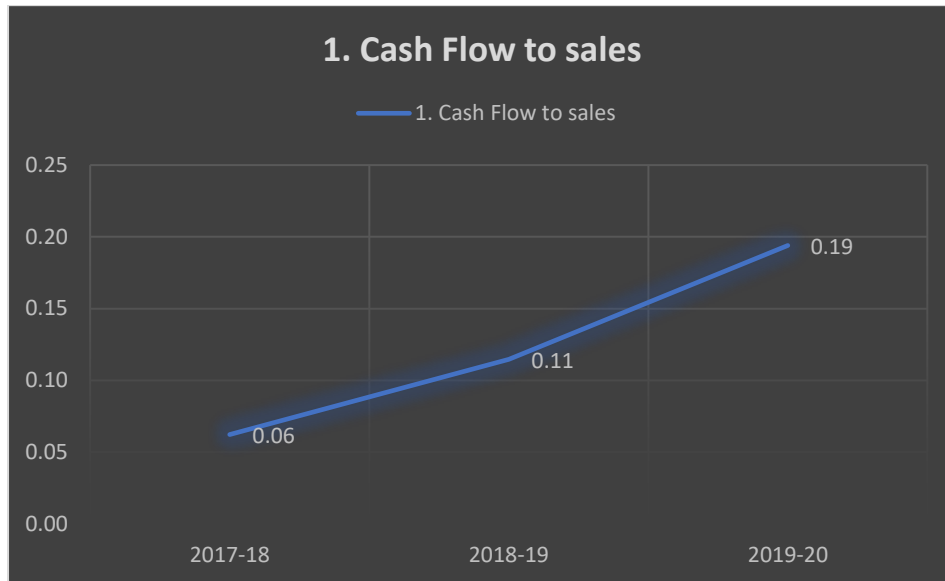


Figure 56 CASH FLOW TO SALES

- as we can see from the above graph the cash flow to sales is increasing gradually that means the company's sales are generating more cash flow.

2. Cash Flow to Net income

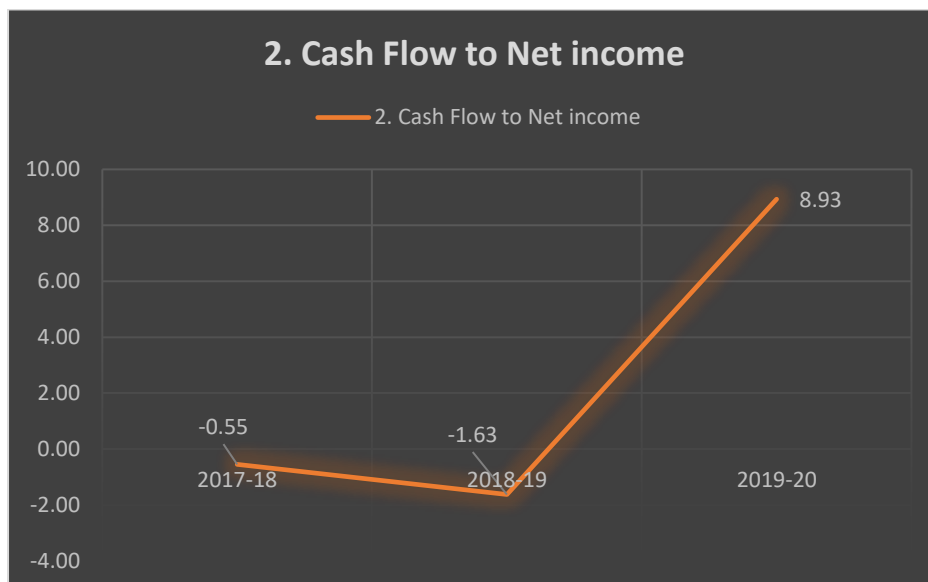


Figure 57 CASH FLOW TO NET INCOME

- Initially, it was a matter of concern since cash flow to net income was in negative but, now it is positive that signifies that net income is generating cash flow for the company.

3. Operating Cashflow Ratio to CL

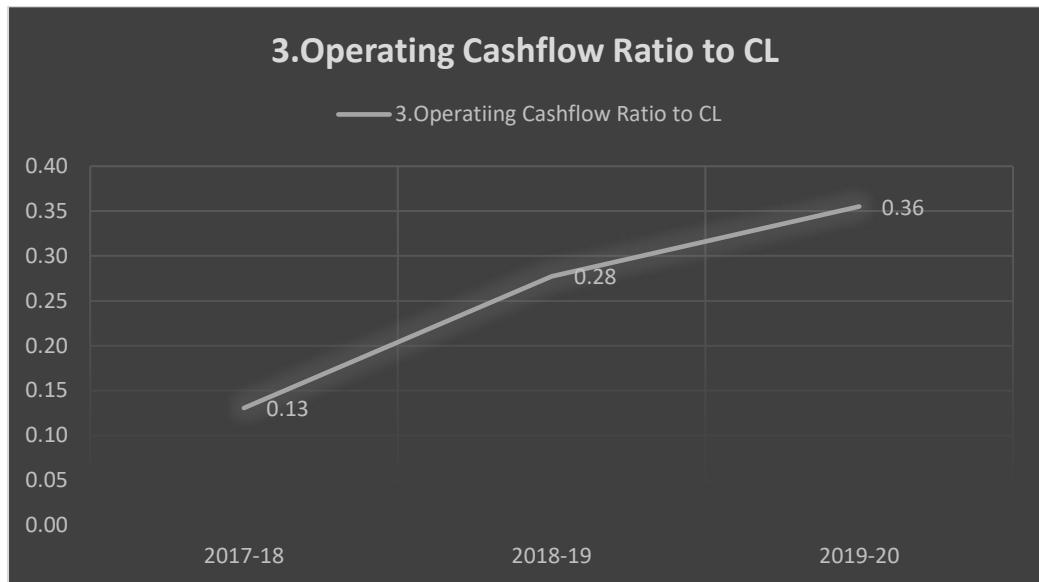


Figure 58 OPERATING CASHFLOW RATIO TO CL

- as we can see from the above graph that operating Cashflow to CL is increasing significantly that means company is in the position where it can pay 36% of its current liability through cash.

4. Ability to generate cash flow from operations

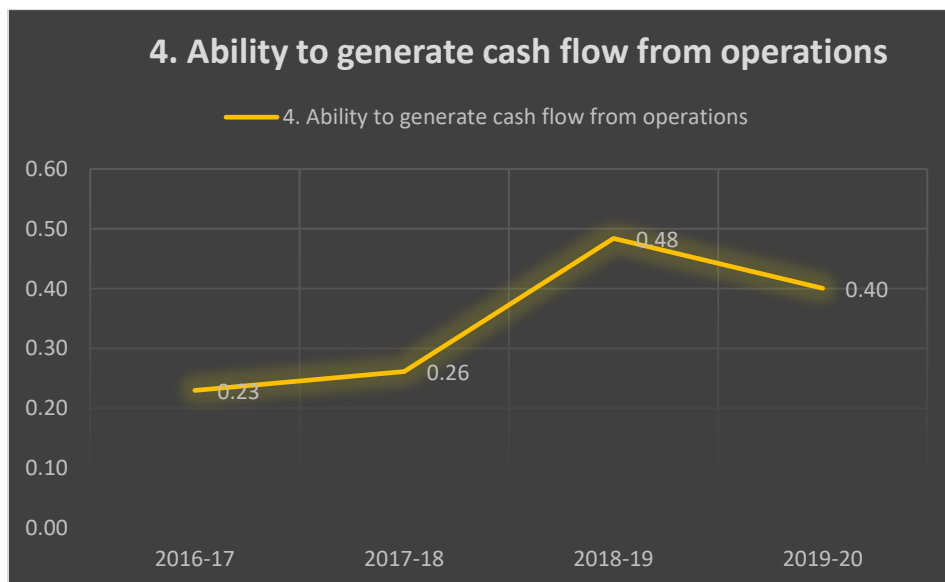


Figure 59 ABILITY TO GENERATE CASH FLOW FROM OPERATIONS

- Company's cash position is increasing year to year. That means company is easily generating cash from sales

5. Rate of self-financing of investment activity

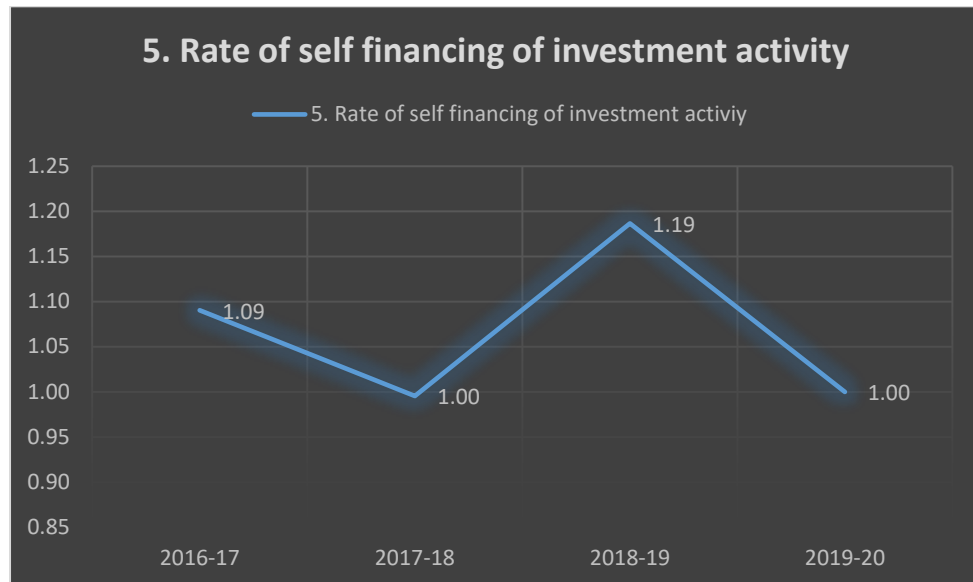


Figure 60 RATE OF SELF-FINANCING OF INVESTMENT ACTIVITY

- The ideal ratio of Rate of self-financing of investing activity is 1 and as we can see from the above graph that currently it is 1 and company is somewhat succeeded in maintain this ratio always near to 1 that means company can successfully cover its investment expenses through cash flow.

6. Ratio of dependence on external finance

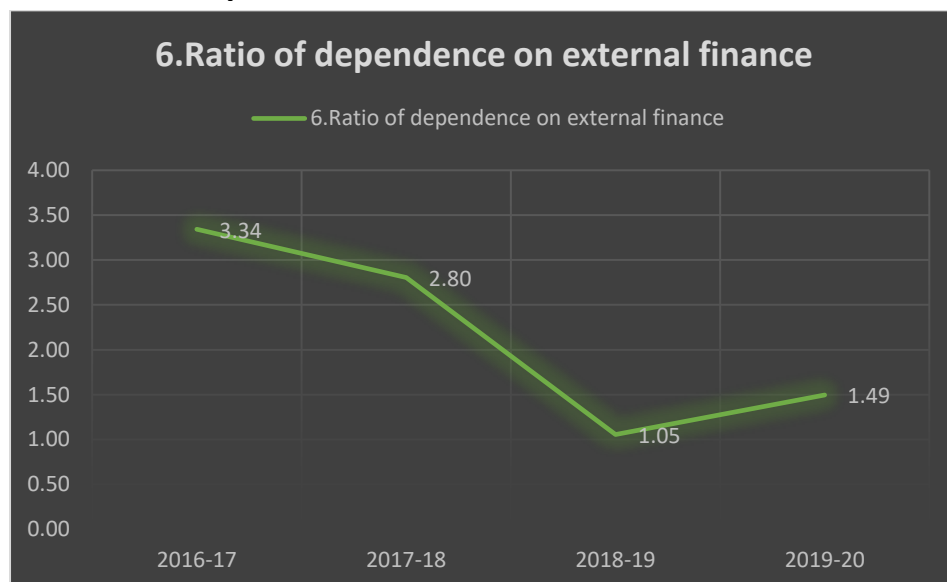


Figure 61 RATIO OF DEPENDENCE ON EXTERNAL FINANCE

- This ratio signifies the dependence of company on external finance therefore, the lower it is the better it will be. And currently it is quite lower than the previous year that means company had reduced its dependency on external finance and can look after itself from internal finance mostly.

7. Cash sufficiency ratio

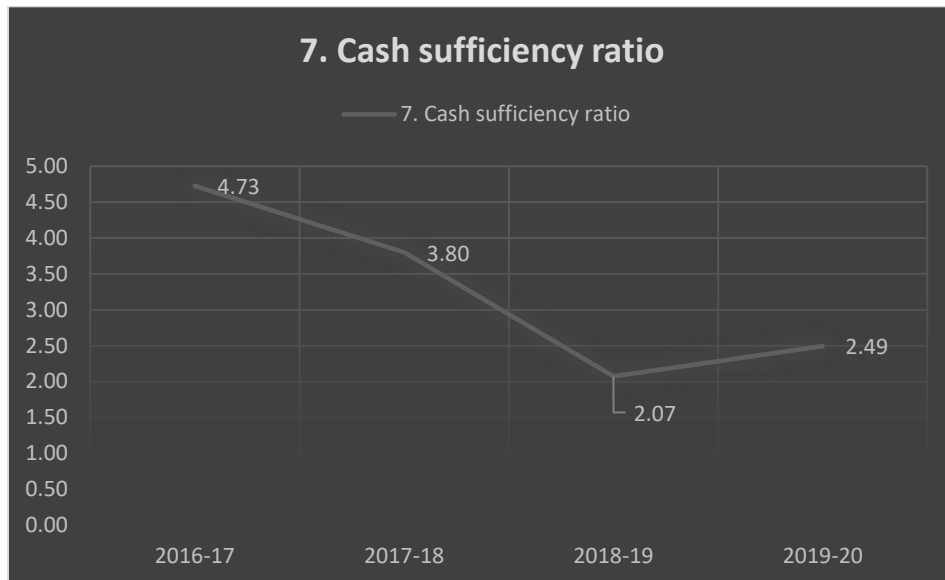


Figure 62 CASH SUFFICIENCY RATIO

- Initially the dependency of company on external finance was quite high but, from last two years company had reduced its dependency on external finance to the very extent. That means the company is having enough earnings currently to be relied on internal finance. If this ratio is less than 1 it shows that company is not at all dependent on external finance due to enough earnings.

CONCLUSION

Time will tell how the Indian economy will be impacted by COVID19 and the measures taken. Projections range from 3 percent growth to a contraction of 0.4 percent. It is expected that India will remain among the world's fastest growing economies. According to Nielsen India, urban Indian consumers are likely to cut spending on discretionary items (restaurants, luxury brands, etc.) in the coming months but spending will increase on organic food and fitness. Consumers are expected to increasingly demand safety-branded food and buy animal proteins from the organized sector rather than wet markets. Ready to eat / easy to cook products will also become popular, as out of home consumption will be restricted. An increase in demand for meals at your doorstep means platforms such as Swiggy will increasingly look for good quality semi-cooked foods. Packaging is likely to adapt to smaller households and convenience products. This is the time to present solutions that connect farmers to consumers (as over half of the rural markets are shut) and to laborers or (small-scale, affordable) machines.

1. Each industry has different type of working style and workforce so, they draw their HR Policies according to that.
2. Workforce of every industry vary from one another. Some require highly tech friendly workforce like software industries whereas manufacturing industries required more of a technical and skilled based workforce.
3. Work from Home, that is the
4. new normal is not at all applicable on all the industries. It is suitable for those software-based industries and the industries in which more of a technology is involved whereas industries like Manufacturing or Tourism is still largely depend on humans and hence, they are the most affected one in this Covid-19 scenario.
5. Pre Covid-9 all the industries were following same kind of Human Resource Policy but, Post Covid-19 and During covid-19 scenario is different as working mode and the problem vary from industries to industries.

Inferences from financial analysis

After looking towards various ratios and chart we can have a gist that for some time UCWL faced a tough time but, from last year we can see a tremendous growth and change in the working of financial condition of UCWL as it kept increasing in most of the cases. That means that company is doing well, and they are effectively and efficiently utilizing their resources and making optimum use of it. So, by this we can draw an inference about Human Resource condition of UCWL that even after the outbreak of covid-19 and in chaotic situation they succeeded in both managing and satisfying the employees working there and this can be seen from the results of Q1 though comparing Q1 from annual results won't be a justified way but, we can at least draw this inference that UCWL is doing better and with this pace in future the chances that it will reach to the ideal position.

RECOMEDATIONS

1. **MOTIVATION** - Employee motivation is a critical aspect at the workplace which leads to the performance of the department and even the company. Motivating your employees needs to be a regular routine. When employees are motivated to work, they will generally put their best effort in the tasks that are assigned to them. Motivating employees gives them satisfaction which is important for every company because this can lead towards a growth for the company. It also improves an employee's efficiency level which is not only based on their abilities or qualifications. For the company to get the very best results, an employee needs to have a good balance between the ability to perform the task given and willingness to want to perform the task. This balance can lead to an increase of productivity and an improvement in efficiency.
2. **TRAINING** - New candidates who join an organization are given training. This training familiarizes them with the organizational mission, vision, rules and regulations and the working conditions. Also, the existing employees are trained to refresh and enhance their knowledge. If any updates and amendments take place in technology, training is given to cope up with those changes. For instance, purchasing a new equipment, changes in technique of production. The employees are trained about use of new equipment and work methods. When promotion and career growth become important. Training is given so that employees are prepared to share the responsibilities of the higher-level job.
3. **ASSISSTANCE TO FAMILY MEMBERS** - For many of us, our family is our motivation for going into work each day, which is why extending employee benefits to family members and creating family-friendly policies is appreciated and sought-after by employees. Family benefits like Educational assistance, paid parental leave and Onsite childcare can be given to employees.
4. **ACKNOWLEDGEMENT** - Amongst the working class, there are many employees who suffer the same cycle of mundane activities associated with their jobs, each day. The general feeling amongst employers is the need to engage the employees that can boost their morale. The job performance of the manager or the employers, keeping in mind the other employees, determines the functionality and success of the work environment. They hold the key to a conducive work environment that encourages productivity. Employees mimic the work ethic of each other and pick up positive traits from other employees.
5. **EMPLOYEE RETENTION** - Retention is defined as the process by which a company ensures that its employees don't quit their jobs. Every company and

industry have a varying retention rate, which indicates the percentage of employees who remained with the organization during a fixed period. In order to prevent the employee from jump ship in search of their “dream job” and give a chance to transition to a similar role within the company laterally the company can make retention strategies like give them challenging work, train them in cross-disciplinary skills, define and implement a succession plan, offer personalized benefits and perks, ensure they are working under the right manager, adopt a social recognition system to recognize them, identify the cause of poor performance, address skill gaps immediately, and write accurate job descriptions to hire the right people

6. **COMMUNICATION OF GROWTH PROSPECT** - Staff sometimes feel separated from senior management, but they must work together to pursue common goals that align with the mission of the company. Businesses progress into the future through goal setting and putting forth the effort of achievement, enriching morale and boosting employee development and engagement.
7. **SKILL DEVELOPMENT** - Employees switch jobs more than ever before. Investing in your workforce is a must. Companies that don’t provide enough growth opportunities risk lower engagement, higher difficulty maintaining a talented staff and the possibility of losing top performers. That’s why more leaders focus on upskilling their team with tools like learning management systems. the key benefits that development adds to an organization are Attracting Top Talent, Developing Your Staff, Succession Planning, Engagement, Performance and Productivity, Continuous Improvement.

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