

Media Coverage

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Cos in east rejig biz course after Covid 2nd wave

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.. Kolkata: The curbs put in place during the **second wave** of Covid-19 pandemic have prompted various business sectors make several new experiments for sustainability. From new startups to organised business enterprises across eastern India, new business models are being followed to keep in touch with the consumers and stay afloat in the "volatile economic climate" at present.

.. With everything disrupted due to the pandemic, the traditional business model proves to be a losing strategy, thinks [Rajeev Singh](#), director general, Indian Chamber of Commerce (ICC).

.. "The strongest companies are reinventing themselves by adapting to the pandemic-driven changes. Those who can adopt are still growing while those unable to do so are contracting. The contraction is found more in the unorganised business sectors," Singh told TOI.

To avoid the challenges faced last year by fast-moving consumer goods makers, several companies have tapped into business-to-consumer (B2C) marketing apps like MaxWholeSale, Shikhar and Pepperi etc. to keep the demand-supply chain alive.

.. Laksh Bucha, a Kolkata-based businessman, said: "Now local groceries, pharmacies and eateries are using digital shopping platforms for sustenance."

"During the second wave of the pandemic we have introduced multiple product innovations and expanded our partnerships to boost local business and ramped up our delivery services. There are multiple avenues for demand generation through our partnership with consumer platforms like Phonepe, GooglePay and Paytm," said Shailaz Nag, co-founder and CEO, Dotpe.

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