

Media Coverage

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Sarthak.G@timesgroup.com

Kolkata: 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” following the second wave of Covid-19 pandemic.

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 firms 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 said.

To avoid the challenges faced last year in the FMCG (fast-moving consumer goods) sector, several companies have taken to business-to-consumer (B2C) marketing apps like MaxWholeSale, Shikhar and Pepperi etc. to keep the de-

mand-supply chain alive.

Laksh Bucha, a city-based businessman, said: “Local groceries, pharmacies and eateries are using digital shopping platforms for sustenance.”

“During the second wave, 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 de-

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mand generation though our partnership with consumer platforms like Phonepe, GooglePay and Paytm,” said Shailaz Nag, co-founder & CEO, Dotpe.

Telemedicine which many doctors have adopted to treat patients has opened up a business avenue. Satish Kannan, co-founder and CEO of MediBuddy, said: “We have launched a specific department, coronavirus, on the app, where people across Bengal can consult a doctor for free for half an hour. By using the app, people can book sample pickup from homes for lab test.”

Cashing in on the pandemic, many business organisations experimented with work from home (WFH) strategy that slashes investment in infrastructure development.

Rajendra Prasad Yadav, CMD, Genius Consultants, told **TOI**: “The pandemic has brought in a sea of changes, some of which are likely to be permanent. One such change is work from home and though the strategy may have a few drawbacks, they are outweighed by several advantages.”

Social media is also being adopted for new business models during the second wave of the pandemic. Amit Dharap, regional business head, east, Titan, said: “We were able to convert the product queries on Instagram and WhatsApp.”

City restaurants have got acquainted with the changes in business strategy. Debaditya Chaudhury, director of Chowman, Oudh 1590 and Chapter 2, said: “Anticipating tough times for the food & beverage industry, we were ready for dining in protocol with oximeter, sanitisation kits and QR codes.”